

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XII. NEW YORK, MARCH 20, 1895.

No. 12.

The St. Louis Republic

JANUARY CIRCULATION.

Chas. W. Knapp, General Manager of the St. Louis Republic, being duly sworn, says the actual number of full and complete copies of the daily and Sunday Republic printed during the month of January, 1895, all in regular editions, was as per schedule given below:

| | | | |
|---------|--------|---------|--------|
| 1..... | 57,830 | 17..... | 49,190 |
| 2..... | 50,510 | 18..... | 49,690 |
| 3..... | 51,150 | 19..... | 52,635 |
| 4..... | 52,350 | 20..... | 55,000 |
| 5..... | 54,090 | 21..... | 49,070 |
| 6..... | 56,725 | 22..... | 49,530 |
| 7..... | 49,310 | 23..... | 49,430 |
| 8..... | 49,650 | 24..... | 50,090 |
| 9..... | 49,440 | 25..... | 50,450 |
| 10..... | 49,440 | 26..... | 53,150 |
| 11..... | 50,150 | 27..... | 57,650 |
| 12..... | 52,885 | 28..... | 49,280 |
| 13..... | 56,065 | 29..... | 50,390 |
| 14..... | 48,810 | 30..... | 50,350 |
| 15..... | 49,270 | 31..... | 50,740 |
| 16..... | 49,060 | | |

Total for month..... 1,635,820

**Less deductions..... 115,934

Total sold..... 1,519,886

Daily average net circulation... 49,028

*Sunday.

**All copies spoiled in printing, left over and returned unsold are deducted, so as to give the net circulation reaching actual readers.

CHAS. W. KNAPP.

Sworn to and subscribed before me this thirty-first day of January, 1895.

(SEAL)

JOSEPH G. HOLLIDAY,

Notary Public, City of St. Louis, Mo.

My term Expires September 7, 1898.

FEBRUARY CIRCULATION.

ST. LOUIS, Mo., Feb. 28, 1895.

Chas. W. Knapp, General Manager of the St. Louis Republic, being duly sworn, says the actual number of full and complete copies of the daily and Sunday Republic printed during the month of February, 1895, all in regular editions, was as per schedule given below:

| | | | |
|---------|--------|---------|--------|
| 1..... | 51,640 | 15..... | 51,380 |
| 2..... | 54,185 | 16..... | 54,925 |
| 3..... | 57,310 | 17..... | 56,045 |
| 4..... | 50,090 | 18..... | 50,760 |
| 5..... | 50,930 | 19..... | 51,590 |
| 6..... | 50,880 | 20..... | 51,240 |
| 7..... | 52,300 | 21..... | 52,090 |
| 8..... | 51,360 | 22..... | 51,840 |
| 9..... | 54,560 | 23..... | 55,475 |
| 10..... | 57,890 | 24..... | 70,745 |
| 11..... | 50,290 | 25..... | 51,470 |
| 12..... | 50,750 | 26..... | 52,630 |
| 13..... | 52,070 | 27..... | 52,190 |
| 14..... | 50,870 | 28..... | 52,300 |

Total for month..... 1,521,645

**Less deductions..... 111,929

Total sold..... 1,409,716

Daily average net circulation... 50,347

*Sunday.

**All copies spoiled in printing, left over and returned unsold are deducted, so as to give the net circulation reaching actual readers.

CHAS. W. KNAPP.

Sworn to and subscribed before me this twenty-eighth day of February, 1895.

(SEAL)

JOSEPH G. HOLLIDAY,

Notary Public, City of St. Louis, Mo.

My term expires September 7, 1898.

By actual count of columns The Republic has carried more Merchants' display advertising since January 1st, 1895, than any other newspaper published in St. Louis.

New York Office;

146 Times Building



Even the Wind Blows

Why shouldn't a business man become enthusiastic over his goods if they are worthy of his enthusiasm?

If they are unworthy, then they should not be offered for sale except as be-

ing inferior. In such an event who would buy?

City advertising sells to city people and to some nearby country people.

Country advertising sells to all the people in the locality where the advertising is done.

The country trade is easy to hold when the goods are as represented.

The local weekly will cause the people to buy the articles advertised in it. It will keep them buying as long as the quality of the article and the advertising is continued.

The old way of obtaining estimates, and sending orders and electrotypes to each paper was arduous and costly. The up-to-date plan is by one order and one electrotype for a large number of papers.



The Atlantic Coast Lists cover the New England, Middle and Southern States.

There are 1400 local weekly papers.

They reach a million families weekly.

One order and one electrotype does the business.

Catalogue for the asking.



ATLANTIC COAST LISTS,

134 LEONARD STREET,

NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1895.

Vol. XII.

NEW YORK, MARCH 20, 1895.

No. 12.

SUCCESSFUL HOTEL ADVERTISING.

HOW THEY DO IT AT ATLANTIC CITY
—CO-OPERATE TO BOOM THE PLACE
AND SHARE IN THE RESULTS—COL-
LECTIVELY EMPLOY A PRESS AGENT
AND INDIVIDUALLY USE DAILY
NEWSPAPERS, MAGAZINES, WEEK-
LIES AND BOOKLETS — PRACTICAL
AND PERSISTENT METHODS OF DIS-
TRIBUTION—"THE NEWSPAPER COR-
RESPONDENTS ARE OUR BEST ADVER-
TISING AGENCIES."

There are between six and seven hundred hotels and boarding-houses at Atlantic City, all of which advertise, in one way or another, and about a dozen of which are justly regarded by advertising authorities as among the most successful hotel advertisers in America.

They advertise the year round, practically and progressively, with excellent judgment as to mediums and methods. They advertise Atlantic City collectively and their respective hotels individually. Mr. White, manager of the Hotel Traymore, is one of the most progressive of the coterie of Atlantic City hotel men who share the burdens and benefits of its advertising and he answered a whole broadside of questions, fired at him in the interests of PRINTERS' INK, with terse and comprehensive statements that make good and valuable reading.

We sat in the smoking-and-reading-room end of his sun parlor, with the wind-swept Atlantic wasting its waves on the broad beach beyond the Boardwalk and lots of other things, forming a fine stage setting to what he said of Atlantic City advertising.

MAGAZINE ADVERTISING.

"I spend about \$3,000 a year in advertising," he said; "we have a quarter page in five magazines—*Cosmopoli-*

tan, *Scribner's*, *Century*, *Lippincott's* and *McClure's*."

"Why do you leave out *Harper's*?"

"For no particular reason. We have been in there and shall probably go in again. I like to change about from one to another."

"I see you also leave out *Munsey's*."

Mr. White seemed unacquainted with *Munsey's* merits and had no reason to give for not going into it except that he hadn't thought of it.

"Do you receive direct returns from your magazine advertising?"

"We get a good many letters from magazine readers. At least we judge they are magazine readers. We have very few letters mentioning any particular medium."

"Then you are not able to trace results very accurately?"

"No; we know of no way to learn what particular advertisement may have influenced any particular guest. They don't often say, as they register, 'I saw your ad in *McClure's* and concluded to come to you at once,'" and Mr. White smiled quietly at the idea of any one ever mentioning such a thing under any circumstances.

"But you believe you do get results from the magazines?"

"Of course. They reach the class of people we cater to."

"How much do you spend in magazine advertising?"

"About \$800."

DAILY NEWSPAPERS.

"How much in dailies?"

"Fully \$2,000."

"What dailies and space do you use?"

"Eight lines in the New York *Tribune*, *Evening Post* and *Home Journal*, and in the dailies in the large cities and towns throughout New York State—like Buffalo, Syracuse, Troy. Many papers give letters on Atlantic City from local correspondents. The New York *Tribune* has a letter every week, and so do nearly all of the papers in

Philadelphia. The New York *World* has had a good many letters. Nym Crinkle gave us about the best story we have ever had—illustrated with two cuts nearly seven inches square."

"But you do not advertise in the *World*?"

"I haven't used the *World* for a year or so. I like to change over once in a while."

"What Philadelphia papers do you use?"

"The *Press*, *Ledger*, *Telegram*, *Call*, *Enquirer* and daily *North American*."

"In Boston?"

"The *Courier* and the *Beacon*, though I don't think much of local weeklies as a general thing. The New York *Home Journal* is all right. A great many smaller weeklies I advertise in are not good for much."

"Why do you go into them?"

A STRONG ARGUMENT FOR SOLICITORS.

"I don't know, unless it's because they send out men. Big dailies don't drum for it as hard."

"Is what you spend about an average appropriation for an Atlantic City hotel of your class?"

"Yes; about \$3,000 a year. Ten or a dozen of us spend about that apiece. We combine our efforts at times in booming Atlantic City, and have little if any rivalry between ourselves. We are not afraid of losing our share of the business, and there is enough of it to go round. In fact, about four years ago we appointed a committee on publicity, collected several thousand dollars among ourselves and spent it in special advertising for Atlantic City. It was a good thing and we ought to have kept it up, but did not. I don't know of any reason why we dropped it, unless it was because no one in particular cared to take the initiative again."

"How did you spend the money?"

PAMPHLETING.

"Principally in pamphlets describing Atlantic City in general, in which no hotel was mentioned at all. We printed approximately 50,000 of these the first issue, and subsequently several additional issues of different amounts. We scattered them broadcast over the country. Each hotel took a great many and distributed them by mail to addresses secured from the blue books of different cities. We also ran an article in the *North American Review* for two years in the spring months. We were glad to go into *Frank Leslie's*

Weekly last year, when it gave us a page of illustrations by its artist, Cline Dintz, and we always endeavor to patronize the publications that publish letters from Atlantic City. So many people read the letters who don't read the advertisements."

"But you give them the advertisements, too?"

AN INTERESTING STATEMENT.

"If we don't give them the advertisements we are left out of the letters."

This came out so blunt and matter-of-fact that I couldn't help smiling.

"You put it pretty plainly."

"It's a fact and they can't get around it."

"How do you select localities for your advertising?"

"By the seasons. In the spring and summer our trade comes from New York and the Eastern States, while, as the season advances, we get people from the South. Then we advertise in the *Baltimore American*, the *Baltimore Sun*, the *Baltimore News*, the *Washington Post* and the *Washington Star*."

"You don't use the *Atlanta Constitution*?"

"We don't go as far south as that."

HOTEL BOOKLETS.

"You use booklets of course. What is your idea of the best kind?"

"Illustrated. People like pictures."

They read by pictures, same as *Puck* and *Judge* are read, taking in the whole story at a glance. Photographs of the hotel and its surroundings are good. Drawings, sketches, etc., come in to do what photos cannot do. The reading matter should be terse, but give the facts people want to know. We sent out a thousand little booklets about the Traymore this year to selected lists secured from the blue books of Buffalo, Syracuse, etc. We address them to the 'Mrs.' of the family at the home address. We never send them to the business man to be thrown into the waste-basket with the emptied envelopes of his daily mail. We go directly into the home, to the 'Mrs.'—for it is the women who bring the men down here."

COLORS WILL COME.

"Do you believe color work will come into use for hotel booklets?"

"I think so. It's getting cheaper and better all the time, and I don't know why hotels can't use it."

"What do you send when people

write for information—anything besides the booklet?"

"Yes; a diagram of the different floors and rooms in the hotel and prices."

"Do you regard booklets as good as magazine advertising?"

"Each is indispensable. One goes where the other does not. The pamphlet is excellent as far as it goes, but can't go as far as the magazine, which lies about nearly the whole month and is read by nearly every member of the family, and the newspapers have their value in the same way, coming out every day and being read for the news they contain."

PREPARING HIS ADS.

"What are your ideas on how hotel ads should be written?"

"It don't pay to put in a whole lot of things about 'sun parlors,' 'hot and cold sea baths,' 'unsurpassed cuisine,' etc., etc. A picture of the hotel and the name is about all that is good taste or necessary. It impresses me that way and always has on reading other hotel ads. Generally hotels advertising all these things don't have them when you come to find them. The other kind of advertising, the plain name, address and picture, indicates, to my mind, more of a first-class than a second-class hotel. I don't know how it strikes people generally."

"Do you believe in advertising rates?"

NO BARGAIN ADVERTISING.

"Only when they are an argument, by being below what others—the first-class hotels—charge. When the rates are what they usually are in hotels of this class their publication is no inducement. First-class people know what first-class hotels charge, or learn specifically when they write for rates."

As we were chatting Mr. White turned the pages of several hotel booklets that I had purposely placed on the table by his side. He seemed especially interested in a little booklet of the Hotel Ormond, of Ormond, Fla., a very compact little pamphlet about 6x4, opening out wider than long, with a plain cover of dainty orange color, on which appears no phrase, only "The Ormond." Inside it contains, on the right-hand page, photographic half-tones of the hotel and its surroundings in an unusually interesting way, with only descriptive text enough to interest and not bore. A Pennsylvania Railroad official had told

me it was a very creditable piece of work, designed by Mr. Price, of Anderson & Price, the managers of the Ormond, and I asked Mr. White what he thought of it.

"Excellent," he replied; "I think a great deal of these little books. Something one can look at quick and take in at a glance. People read the pictures a great deal quicker than they will the balance."

THE WRONG KIND OF A FOLDER.

I called his attention to a folder of the Hotel Aragon, of Atlanta, Ga., "The Palace Hotel of the South," one of those big white cardboard affairs, jammed with reading matter in inartistic and overdone display, and opening up into a big, unwieldy sheet, about a yard long, on one side of which appears a string of photographs, like cheap world's fair souvenirs, and on the other a mass of information that would be interesting and readable if properly presented. In fact, it possesses so many good points of fact and so little good in appearance that I awaited Mr. White's opinion with deep interest. Just as I thought he would, he opened up the great, ungainly affair, gave it one comprehensive glance, same as any one would, did not pause to examine its details, but summed it up, as the average reader does everything of that sort, by saying: "I don't like those folders that spread out so much. I like the book form better."

Mr. White thought "Outing," an elaborate booklet about Atlantic City, published by A. M. Heston, an excellent thing of its kind. It consists of photographs, in tints, on left-hand pages—mostly photographs of the hotels and beach scenes—and extensive descriptions on the right-hand pages. But the publication that seemed most to delight Mr. White is a baby booklet by Robert L. Davis, Esq., proprietor of the Philadelphia *Call*. He spends six months in the year at the Traymore, and his enthusiasm finds vent in one of the crispest, lightest, breeziest pen products it has been my fate to behold. It wasn't intended especially as a hotel pamphlet, but it serves that purpose better than dozens, yea scores, of ambitious productions that have no other aim in their misguided existence.

Mr. White brought the interview to a close with the statement that he thought all his advertising had been

of value, though he could not in many instances trace direct returns.

CROWDED TO ITS CAPACITY.

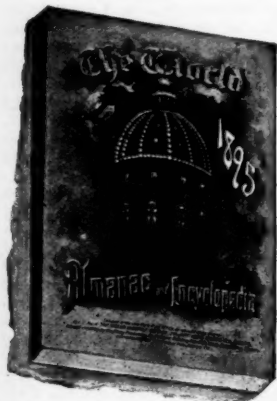
"This hotel is crowded to its capacity during five or six months in the year, and the rest of the time we have an increasing quota of guests, attracted, unquestionably, by our advertising. We are getting more and more business every season from New York and the other places where our advertising appears."

Mr. White's views on advertising are practically the same as those of the other gentlemen who direct the destinies of Atlantic City's best hotels, notably Mr. Hemsley, of the Brighton; Mr. Evans, of the Seaside, and Mr. Leeds, of Haddon Hall.

In other words, it is the accumulated experiences and condensed deductions of an exceedingly successful hotel man, who knows what good advertising is and how to obtain it.

ADDISON ARCHER.

THE WORLD ALMANAC AND THE P. O. D.



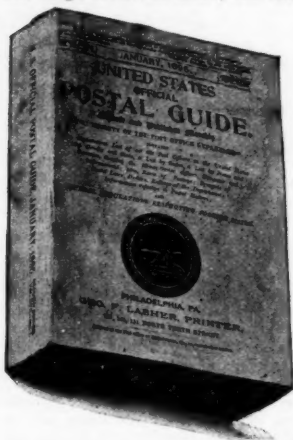
The sale of the New York World Almanac during the first six weeks of 1895 was 130,000. The postage, at one cent a pound, the price paid, amounts to nearly a thousand dollars. At third-class rates the publishers would have paid something more than thirteen thousand dollars in postage. The Post-Office Department attempted to apply the fake order, No. 412, to this edition, but the *World* simply would not stand it—and it did not.

WHOSE OX IS GORED?

The Post-Office Department adopts as an official postal guide a publication issued by private enterprise, and which is carried in the United States mails as second-class matter.



The ordinary issues of this publication weigh about one ounce, but once



a year a sort of "Year Book" issue appears that weighs a couple of pounds or more. It is a curious commentary on

our postal methods that the Department finds it needful to authorize the issue of a publication, appearing under its immediate supervision and, at the very hour when the mammoth issue is on the press, promulgates an order (without notice) forbidding any other publisher to put forth such an issue.

A NEW YORK HOTEL'S ADVERTISING.

HON. E. N. ANABLE MAKES THE OLD WESTMINSTER HOTEL POPULAR—HIS WIDE-AWAKE METHODS OF SECURING DESIRABLE PATRONAGE—HOW HE OFFSETS THE ADVANTAGES OF THE OTHER HOTELS.

Mr. E. N. Anable is an enterprising young man who was born and educated in New York, and practiced law successfully until one day, two or three years ago, he found himself the proprietor of the old Westminster Hotel, at the corner of Irving Place and 16th street, where Charles Dickens stopped on his second New York visit and which Ella Wheeler Wilcox makes her home when in the metropolis.

The Westminster wasn't run down when Mr. Anable came into power, but it could hardly be said to be keeping pace with the progress of the greater city and its greater hotels, like the palatial Plaza, the magnificent Waldorf, and the other superb new hostelries a mile or two further up-town, in the new hotel and theater center. But he found his location a positive advantage when he came to advertise, and he has improved it to the utmost. But what he said about it to a PRINTERS' INK representative tells the whole story:

"I wanted to secure certain classes of trade," he said, when he had led the way to his little inner sanctum where he directs the machinery of his great hotel. "For instance, I wanted the Southern trade that comes to New York in the spring and summer and used to go to the old New York Hotel before it was burned down. I puzzled some time how to do it. One day an advertising expert came along and we fixed up a plan between us that worked like a charm. He wrote a little booklet for me called 'The Mecca of America,' in which he depicted the great pleasure and profit of a visit to New York, told the location of the points of chief interest, demon-

strated that the shopping, musical and literary center of the city was at Union Square, and that the Westminster Hotel, being only a block from Union Square at the junction of Broadway, was the ideal hotel for visitors—easily accessible to all lines of surface and elevated traffic and with a table of unsurpassed excellence (on the American plan), rooms singly or en suite, with or without private bath, where perfect repose was assured by the fact that the asphalt pavement of aristocratic Irving Place echoed at no time the noise of the busy thoroughfare a block away—was peculiarly adapted to ladies or families visiting the city alone. By a simply drawn outline map of New York's shopping center, embracing the region from 8th street to 42d street, from Irving Place to 6th avenue, whereon he indicated, by numbers, the location of the hundred stores, theaters, libraries, clubs, etc., of most interest to visitors, he gave an admirable guide to the city and, at the same time, proved conclusively that the location of the Westminster made it the hotel most accessible and desirable for the visitor, shopper and pleasure seeker.

"In getting out these books several leading concerns like Lord & Taylor's dry goods house, the Weber Piano Co., the New York Conservatory of Music, Huyler's famous candy establishment, J. H. Johnston, the Union Square jeweler, joined in the expense as they shared the benefits.

"While the first ten thousand copies were on the press we advertised in the *Atlanta Constitution* and the *Baltimore American* (weekly editions) that the Westminster Hotel would send free a copy of 'The Mecca of America' to any one writing for it, and we received an immediate avalanche of inquiries for it from all over the South.

"By this means we placed our most convincing literature directly in the hands of the people we wanted to influence, and the results were very gratifying—the expense was very small. The booklet cost only about \$100 and the advertising about \$50.

"The same plan for New England and other localities, at the proper seasons, would prove equally as effective.

"Our other advertising consists of a discriminate use of the best dailies—two or three in New York, and *Atlanta Constitution* and the *Baltimore American*, where we run our ads—and tends to attract travel to New York and trade

to our hotel. We use the magazines in a limited way. We went into the *Forum's* excellent 'Outing Bureau' last year.

"We believe in the high-class weeklies like *Leslie's* and *Harper's* when they have anything special to offer us, especially in a reading notice that has no cut-and-dried air about it. For instance, when a young man from *Leslie's* came in with a nicely-written article on Charles Dickens' stay at the Westminster, I was perfectly willing to pay him \$50 to insert it.

"And when we opened our Oriental room, where in luxurious ease men may enjoy their cigars in the society of their families, we were careful that the best dailies, and the weeklies such as *Vogue*, *Town Topics*, *Leslie's*, *Harper's*, etc., should give it the proper recognition in their reading columns.

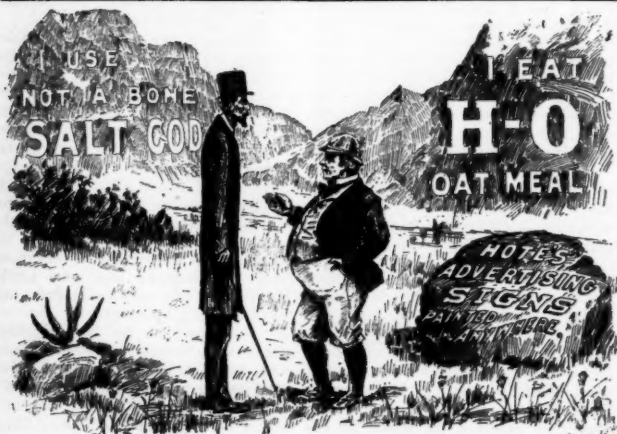
"While we do not go in for novelities, we always have a supply of little vest pocket stamp cases, on which appear our crest and some few facts about the hotel. We believe in a little booklet to mail to applicants for information as to rates, and special advantages. For this purpose a two-page folder is enough but it cannot be too modest and elegant.

"In all our advertising we use the Westminster crest, which is our trademark, and whenever the space at our disposal is large enough and the paper

and printing good enough to assure good results we run a cut of the hotel."

[Editorial Note.—Why are not Mr. Anable's ideas good for many hotels that now regard advertising as useless? The country hotel even can cultivate its contributory territory by methods such as "The Mecca of America," increasing the popularity of the town and the hotel at the same time. All patriotic and wise merchants will co-operate as they did with Mr. Anable, who, by the way, did not ask this co-operation for financial reasons, but merely to enlist a wider interest in the undertaking.]

THE advertisement critic of PRINTERS' INK has recently examined a series of twelve advertisements of Brown's Iron Bitters, prepared by Mr. George F. Kinnear for the Brown Chemical Company, of Annapolis Junction, Maryland. Each advertisement occupies space of four inches in depth and extends across three columns. They are intended to be used with electrotypes fitted to an adjustable base. They are the most effective set of medicinal advertisements that have been observed for some months, and it would be of educational advantage to every ad-smith to send to Mr. Kinnear and ask the favor of being shown a proof sheet of these peculiarly excellent productions of his.



An ECHO of the YOSEMITE.

From the top of the first column
of the first page to the bottom of
the last column of the last page

The Sun

is read thoroughly mornings, evenings and Sundays. No page is skipped, no column is overlooked, and this is why, above all other papers **The Sun** pays the honest advertiser.

The reader can't fail to see an advertisement in **The Sun**.

..The Sun..

New York.

You Want

— present circulation

and not that of a year ago. This is what we are prepared to give you in the Daily, Sunday and Weekly

Memphis Commercial Appeal

Eleven lines of railroads carry the Daily and Sunday editions in all directions. These two editions alone thoroughly cover the 800 miles of fertile territory between St. Louis and New Orleans. The Weekly goes everywhere over the South.

Results...

are what you want and you get them when you place your advertisement in the COMMERCIAL APPEAL.

A. Frank Richardson,

Tribune Building,
New York.

Chamber of Commerce,
Chicago.

The circulation
Of the Kansas City Star
Exceeds
Double the Combined Circulation
Of all other
Kansas City Dailies
By a Surplus Greater Than
The Circulation of
Any One of them.

FRANK HART,
120 Times Building,
New York,
Exclusive Eastern Repre-
sentative.

The Circulation of the weekly edi-
tion is guaranteed to exceed 110,000.

The Louisville Courier-Journal

Manufacturers of Agricultural implements and all others find their returns from advertising in the **Weekly Courier-Journal** always satisfactory and profitable. The reasons are obvious at a glance. Its readers are largely made up of enterprising and intelligent farmers and their families. The regular subscription list is **145,000** copies weekly. On March 25th and April 29th **200,000** copies will be issued. No extra price for these big editions. All information cheerfully furnished.

The Louisville Times

The Great Afternoon Newspaper of the Southwest. Daily Circulation Exceeding **30,000**.



A. FRANK RICHARDSON,

Tribune Building,
New York.

Chamber of Commerce,
Chicago.

32 per cent More Advertising

printed in THE EVENING POST during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

654 More Columns

of advertising printed in THE EVENING POST during 1894 than in 1893. An exceptional record.

Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting THE EVENING POST. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—*Printers' Ink.*

Publication Office:
206-210 Broadway, - - New York.

**NO CLUB is needed
to impress a
"PLAIN TRUTH."**

Daily Average NET Circulation for February, 1895,
and **73,322** guaranteed
proved.

The census of 1890 gives St. Louis 60,895 dwelling houses.



The St. Louis Post-Dispatch

Enters 45,000 day, employ-
ers than the
Office em
home favorite
hour medium.
culated in one
three hundred
of St. Louis,
one thousand,
agents.



of them every
ing more car-
St. Louis Post-
ploys. The
and the leisure
Sold and cir-
thousand,
towns outside
Handled by
five hundred

The Sunday Post-Dispatch

Average **72,181** (NET) copies for February,
1895, guaranteed and proved.

Leads every Sunday paper west of the Mississippi. It is delivered into more homes in St. Louis and vicinity than the Sunday Globe-Democrat and Republic combined, or double that, covering 90 per cent of the trade of retail merchants.



The POST-DISPATCH,

ST. LOUIS, MO.

Pulitzer Pub. Co., Pubs.,

Chas. H. Jones, Editor and Manager.

S. C. BECKWITH,

Sole Agent Foreign Advertising,

Tribune Building, New York.

"The Rookery," Chicago.

A SELECTION OF MEDIUMS.

AN INTERVIEW WITH THE HANDLER AND MANAGER OF THE ADVERTISING OF OVER A THOUSAND WINTER AND SUMMER RESORT HOTELS—THE METHODS AND MEDIUMS HE FINDS MOST PROFITABLE—HE BELIEVES IN NEWSPAPERS AND MAGAZINES AND NOT IN BOOKLETS.

Mr. Walter E. Edge, the proprietor of the Dorland Advertising Agency, of Atlantic City and Jacksonville, Florida, which handles the advertising of over a thousand winter and summer resort hotels in different parts of the country, expressed his views on hotel advertising to a reporter of *PRINTERS' INK*, as follows:

"We prefer the New York *Tribune* to any other paper in New York City, except the *Evening Post*, which has been for several years the best evening paper in America for hotel advertising.

The *Sun*, *Herald*, *Telegram* and *Times* are all good for hotel advertising, while the *Home Journal* is excellent. All of these papers print weekly correspondence from Atlantic City, and from Florida, where we have our main office, and we make it a part of our business to furnish this correspondence to all the papers we consider it desirable to advertise in, and they print it very gladly. This really constitutes our best advertising.

"In Boston we use the *Transcript*, in Brooklyn the *Eagle* and the *Standard Union*. We consider the *Press* and the *Evening Telegraph* the best hotel papers in Philadelphia, the *Ledger* next, though we use them all for our Atlantic City stuff. We use also the *Baltimore American* and *Baltimore Sun*, the *Washington Star* and the *Richmond Dispatch* occasionally; the *Pittsburgh Dispatch*, the *Pittsburgh Chronicle-Telegraph*, *Chicago Tribune* and *Inter-Ocean*, and the *Buffalo Courier* quite extensively. We use New York State papers wherever we think they will be of benefit, and once a year we have in them a special Atlantic City advertisement, four columns wide, one hundred lines deep, advertising the city and some thirty or forty of its hotels."

SOME INTERESTING FIGURES.

Mr. Edge issues annually a book in which he gives advice to hotel advertisers, and runs lists of publications in which he deems it wise for them to in-

sert advertising of various appropriations, varying from twenty-five dollars up to fifteen hundred dollars annually.

His idea of spending one hundred dollars is to run in each of the following papers six lines daily, one month, and Sunday, where they have a Sunday edition: *Philadelphia Times*, *New York Tribune*, *Baltimore American*, *Washington Star*, *Buffalo Courier*, *Pittsburgh Dispatch* or *Leader*, *Brooklyn Citizen*.

For a five hundred dollar list he suggests seven lines in each of the following papers, three months, daily and Sunday: *Philadelphia Press*, *New York Tribune*, *Baltimore American*, *Washington Star*, *Pittsburgh Chronicle-Telegraph*, *Pittsburgh Dispatch* or *Leader*, *Brooklyn Citizen*, and two months daily in the *Philadelphia Evening Telegraph*, *Chicago Tribune*, *New Haven Leader*, *Rochester Post-Dispatch*, *Harrisburg Star-Independent*, *Troy Daily Times*, *Utica Press*, *Wilmington Every Evening*, and the *Wheeling Intelligencer*, and six lines eight times in the *New York Home Journal*.

HOW TO SPEND \$1,500.

Fifteen hundred dollars he would spend in a ten-line advertisement, three months daily, in the *Philadelphia Times*, the *Call* and the *Hotel Reporter*, the *New York Tribune*, *Evening Post* and *Home Journal*, *Washington Star*, *Baltimore American* and *News*, *Pittsburgh Chronicle-Telegraph* and *Dispatch*, *Harrisburg Star-Independent*, *Albany Times-Union*, *Brooklyn Standard-Union*, *Troy Daily Times*, *Wilmington Every Evening*, *Auburn Bulletin*, *Syracuse Herald*, *Poughkeepsie Eagle*, *Hudson Register*, *Cohoes Dispatch*, *Schenectady Star*, *Utica Press*, *Rochester Post-Dispatch*, *Buffalo Courier*, *Providence News*, *Worcester Telegram*, *Hartford Times*, *New Haven Leader*, *Bridgeport Standard*, *Lancaster Morning News*, *Allentown Chronicle-News*, *Eastern Argus*, *Portland*; *Bethlehem (Pa.) Times*, *Westchester Republican*, *Altoona Tribune*, *Reading World*, *Pottsville Miners' Journal*, *Shamokin Herald*, *Sunbury Daily*, *Wilkesbarre Record*, *Chester Times*, *Chambersburg Franklin Repository*, *York Gazette*, *Richmond Dispatch*, *Columbus Press-Post*, *Kansas City Journal*, *Wheeling Intelligencer*, *Savannah Dispatch*, *Toronto Globe*, *London (Ont) Free Press*.

Studying Mr. Edge's very interest-

ing lists for the various sums—there are about sixteen of them—one is impressed with the fact that he does not suggest the same papers in the same cities each time. That is, the *Philadelphia Times* is suggested under the appropriation of \$25, \$100, \$200, \$400, \$600, \$700, \$800, \$1,100, \$1,300, \$1,400 and \$1,500, while the *Philadelphia Press* heads the \$50 list, the \$500 list, the \$900 list, and the *Ledger* heads the \$300, \$1,000 and \$1,200 list. The *New York Tribune* appears in every list, the *New York Home Journal* in the majority of them, the *New York Press* and *New York Post* in some of them, thus indicating that either Mr. Edge varied the papers to give all a fair chance in his book, or to give hotel men the opportunity of using their own favorite journal when they prefer. One feels, however, after glancing through his book that the lists are selected with judgment, since the hundreds of hotels Mr. Edge advertises in these papers seem to be well satisfied with the results. Indicative of the success small hotels may meet with in advertising is the fact that the total amount of money spent by the thousand or more hotels Mr. Edge handles aggregates only about \$75,000, or less than \$100 annually each; probably less than an average of \$50 each, since about a dozen of the hotels spend \$2,000 to \$3,000 each, leaving only \$50,000 for the thousand or more remaining. Yet these hotels find it pays to advertise.

"A first-class hotel of a hundred rooms should spend about \$1,500 for one season's advertising," Mr. Edge said, continuing our interview. "If it is a two-season hotel, that is winter and summer, it should spend about \$2,000, because the summer hotel has far more to compete against than the two-season hotel. Hotels may, however, with good results increase their appropriations above these figures. The Chalfonte, of Atlantic City, spent \$3,200 last year with splendid results. It kept a list of the papers in which its ads appeared, and carefully checked every letter and every guest whom by any means at their command they could trace. Not a paper they advertised in but what paid them."

INDORSES MAGAZINES.

"I believe magazines to be the very best advertising mediums for hotels, and as often as we can we induce our clients to spend as much money as

possible in this direction. This year we placed the Traymore, of Atlantic City, in the *Century*, *Cosmopolitan*, *Scribner's*, *Godey's*, *Lippincott's* and *Review of Reviews*, also in *Puck* and *Judge*. I believe that *Munsey's* is an excellent magazine for hotels, owing to its enormous circulation, and the excellent manner in which it is brought out."

THE PAMPHLET QUESTION.

"I do not believe in pamphlets for hotels, to any great extent, because of the great difficulty in getting good lists. Names taken out of directories are practically valueless for this purpose. One wants to be sure that the people who receive the books are able and willing to pay the prices charged by the hotels and I am a believer in newspapers first, last, and all the time—newspapers that reach the right class of readers. Take the *New York Tribune*—a paper of fully fifty thousand circulation among hotel patronizing people—it claims more than that, about eighty thousand, but I believe it has fully fifty thousand. At ten cents a line ten lines cost only \$1.40, or \$42 for a whole month, which would not pay the postage on one-tenth enough booklets to reach these same people. Hotel advertisements are not of the same class as most other ads are, and do not need to be large. Ten lines is enough, and appearing in connection with other ads, all in one part of the paper, people turn to them as to a directory when they are thinking about where to go when they leave home for resorts. The hotel that is not in the list is forgotten."

In this book Mr. Edge says, regarding the preparation of hotel ads of this class: "The space of hotel advertising is not usually large, consequently the display does not admit of anything strikingly original or elaborate. Too much care cannot be exercised in the wording of a resort advertisement. The advantages and charms of the locality should be enumerated, and brought out prominently, as well as all of the appointments and conveniences the hostelry offers. These are points which every traveler considers before completing his plan for a sojourn, and need be presented in the advertising columns in every instance.

"People have been educated up in the last few years to looking to newspapers to furnish the information which is of

interest to them and to which class hotel advertising belongs. Let the hotels get out all the books they want to, but don't let them get out of the prominent newspapers. But to confine their advertising simply to booklets is folly—they are a secondary consideration. They are good to send around to people who have once been on a hotel's books, as a sort of reminder, but they do not bring new trade, because they cannot reach new people without a proper list."

"How about Mr. White's idea (referring to the manager of the Traymore) of sending booklets to lists taken from the blue books?"

"Oh, does he do that? I did not know it," replied Mr. Edge, as if that altered the aspect of the case.

AN AD-BUILT CITY.

"Atlantic City has been made entirely by newspapers. After the victims get here, its natural attractions and the courtesy of our hotel proprietors combine to hold them and bring them again. This success in advertising on the part of Atlantic City is due to co-operation of its prominent hotel men, the lack of which in many other resorts has led to a neglect of those things which are absolutely necessary for a similar success. In our advertising we bunch a number of the best hotels and run a very large ad full of Atlantic City attractions and small spaces in it devoted to the Atlantic City hotels. We have used a page in New York and Philadelphia dailies this way occasionally. People of Atlantic City have been indeed liberal in their use of printer's ink as a means to boom the place, and, as a result, we have a population during the summer months of 150,000 people, all of whom bring their money to the coffers of the hotel people."

A LUMBER AD.



The above, taken from the *West Coast Lumberman*, shows one of the novelties in the way of ads, evolved from the brain of Mr. George Lawlor, a lumberman, of Tacoma, Wash.

MODERN HOTEL ADVERTISING.

By Lewis Garrison.

Hotels, like newspapers, advertise themselves to a certain extent by their own merits. A newspaper, to gain patronage, must cater to the demands of the people which it desires to serve. On that basis exactly does a hotel do business. I deem it a useless expenditure of money for a hotel man to advertise his house in an evening newspaper, but a morning paper is indispensable. A hotel depends almost entirely on the traveling public for its sustenance. In a hotel that can accommodate two hundred people it is safe to say that only 5 per cent are permanent residents of the city, therefore the question that confronts a hotel-keeper is some means of getting before the traveling men and business men who do considerable trade on the road.

Were I running a hotel, I would first note the character and style of the local morning newspapers, and if I saw the one that went principally to the business men and surrounding towns, I would close a contract with them immediately. A morning newspaper is of two-fold benefit to the proprietor of a hotel who advertises; it being purchased by the traveling men coming to the city on the trains and by the business men in surrounding towns who are in the habit of coming to the city on business trips where the hotel is situated. Every drummer on the train going to a town buys a paper from that city, to see what is going on where he intends doing business. It can plainly be seen, then, that if a catchy advertisement of a hotel is in the paper it will attract his attention.

The style and space of the advertisement should depend entirely upon the conditions of the times, size of the city, locality of the hotel, etc. Take, for instance, a city of 100,000 population and one morning newspaper. I would run from three to five squares of display daily and Sunday in the best position of the paper where display advertising is placed. If the hotel was a particularly beautiful structure, I would have a small picture of it in the advertisement, with the name in large type at the heading, and followed by the number of guests that could be accommodated and rates and distance from the depot. The smaller the amount of reading in the advertisement the better.

Figuring on the rate charged for a

newspaper of, say, 12,000 or 13,000 circulation, the cost for five squares would amount to about \$300 in one year, the advertisement running daily and Sunday. It would take only one hundred guests to get the money back which was expended in newspaper advertising, and I would vouch for many times that number, provided the hotel is all right in every respect.

In any business everything does not depend on newspaper advertising. Fair and square treatment after customers are brought to the hotel through advertising is one of the essentials of success. Where a crabbed clerk and surly and reluctant porters and bell-boys greet one on entering even the finest hotel, the guest is never encouraged to go there again. On the other hand, if the hotel attaches are the most polite and obliging, and the meals are not served in the right manner or the rooms badly in need of renovating, the guest will positively refuse stopping there should he return to that particular city at some future time. If the enterprising hotel proprietor should care to branch out into advertising in trade papers, the greatest care should be taken that papers of good circulation are selected. There are so many in different lines of trade that are kept up solely through the large numbers which a firm buys direct from the publisher to distribute in his store. Of course an advertisement of a hotel in such a number would not amount to much.

Mr. W. E. Prine, city editor of the *Ohio State Journal*, at Columbus, relates the following instance of successful hotel advertising. He was at the time editor of the *United Mine Worker's Journal* and the miners were in the habit of coming to Columbus two or three times a year in large numbers to attend conventions. The custom was for them to stop at the Farmer's Hotel on South Fourth street. For several years the men stopped there until the Grand Central Hotel began advertising in the miner's publication. It so influenced the men that they have been stopping at the latter named hotel for the past several years.

The *Ohio State Journal* has for some years been running a column under the heading, "Ohio Hotel Guide." It is a list of hotels, simply stating the name, town and rate. I have heard from many men who are not in the habit of traveling much that

they have gone to the hotels advertised in the list simply through their mention. The space costs about 25 cents a week and I feel sure that no hotel has lost a cent on the contract.

Hotel men should subscribe for **PRINTERS' INK**, for the simple reason, as any business man will testify, that it will help him in his business.

PRINTERS' INK is a journal devoted to the interests of advertisers and in that capacity is bound to collect and print facts and pointers relating to the subject. The fact that its subscription price is only two dollars per year should make it in demand by hotel proprietors throughout the country. Another of the numerous features of the paper is that it brings before the business public what newspapers to advertise in and in a plain, straightforward manner teaches the art of advertising wisely.

THE HOTEL-KEEPER AND ADVERTISING.

The hotel man should advertise in a common sense way, that is he should conduct his advertising, or have it conducted for him, as he would conduct any other department of his business. Haphazard methods do not pay. There must be prevision, prudence, system. What I shall have to say here has reference more particularly to the hotel proprietor who depends chiefly, as so many do, upon the patronage of the commercial travelers.

He must use his local papers. Have the good-will of your neighbors; set the merchants of your town the example of generous advertising; if that induces them to do likewise you are sure to get the benefit of the increased travel thus turned in your direction. The salesman knows where the live merchants are, and he comes often to see them. That helps the good provider. It is a stroke of enterprise to hang on each merchant's desk a neat card giving the time of arrival and departure of trains, boats, and other public conveyances. Of course this card will bear your own advertisement. No matter if you do have to change the time-table frequently; that will put you on all the better terms with the local publishers, while the salesman will soon learn to appreciate the advantage of having, right before his eyes as he talks with the merchant, an accurate list of train departures; it will save him the trouble and loss of time involved in consulting his pocket guide, and be sure that he will have kindly thoughts of the entertainer who ministers to his necessities in this way. Next in importance, after keeping a first-class hotel, is to keep yourself in the eye of the traveling public.

Of course you will advertise all you can in the commercial travelers' journals and in the organs of your own business. Make your ads as neatly conspicuous as you are able, bearing in mind that a well-constructed advertisement is much more taking than a clumsy, inartistic affair. There is a great deal in æsthetic harmony, and a cultivated man or woman will get an impression that your place is a cleanly and beautiful one if your ads are of that character. If there are especial features of natural picturesqueness

in your locality, say so. If its historic associations are notable, say so. If the atmosphere of romance hangs about it, let the fact be known. If the town has good theaters and libraries, fine art treasures, do not hesitate to tell the world they are there. No one can surely guess what cord of attraction will draw the most strongly to bring the bridal couple, the outing club, the tourists, or the invalid to your doors.

Make a study of the business of your merchants and manufacturers. Find out where they buy and from what direction the traveling salesmen come to the town. "Get the hang" of their routes; ascertain what places are visited last before they reach Businessville. Advertise in the papers of those towns. If possible, keep your time-table cards tacked up in their depots and livery stables. Lay especial stress on the fact that your hotel is one of the best places in the country for the Sunday lay-over, and see to it that it is all that you claim for it. There are towns where the traveling salesman will stop over Sunday if it is within the bounds of possibility for him to do so, and of the attractions of these towns not the least is the hotel run by the man who understands his business and lets the hotel-patronizing public know that he understands it. Contrive in some way that every commercial man who stops within one hundred miles of your city has an opportunity to "post up" on the Sunday attractions of your place. And if there is going to be something said or done in the town during the week that would be likely to be of interest to people on the outside, why, spread the knowledge thereof as widely as you can. It will help you and help your town, and that in turn helps you again. Many a traveler will "skip" some intervening place so as to be able to stop over night with you and take in the entertainment, planning to run back the next day and transact his business at the other and less attractive town.

It is an excellent scheme to hand to each of your guests a little folder giving the connections at the nearby junction towns as well as the local time-table and the list of the local churches and places of amusement. Your neighbors would not think any the less of you, and would not be inclined to do less to help you to patrons if you added to this folder a few pages giving the names of the merchants and the lines they carry; often a regular guest of yours would hand one of these to some new man on the road who was not a rival of his, and he would look over the table of train connections and conclude to run down and see if he could not drum up some customers, and the chances are good that he would call at the hotel that showed so much enterprise in advertising itself and its proprietor's neighbors. By having your printer keep these forms standing and making changes as changes were made in the firms conducting business, the cost of the advertisement could be kept within reasonable bounds and the value of the folder remain undiminished with the lapse of time.

Every hotel man should take PRINTERS' INK. It is the recognized and admitted authority on advertising; no man who advertises can afford to be without its weekly visits, and whoever has anything to sell should advertise. If he don't advertise in this age he is sure to be left out in the cold. PRINTERS' INK will tell the hotel man how to advertise and where to advertise. There are thousands of hints contained in it every year that are each worth more than the price of subscription. A file of it should be kept in every hotel for the convenience of the guests.

It is as much a desideratum as the city directory. Nothing in the line of accommodation, aside from clean beds and a first-class menu, is more appreciated by the enterprising salesman than the volume of PRINTERS' INK which he finds on the reading-room table of the up-to-date hotel. It is right in his line, and he can often at once make profitable use of some hint he finds in its teeming pages. It will tell you what papers are the best advertising mediums, and how to estimate the value of all kinds of advertisements. It will put you right in touch with the great business world, with whose traveling representatives you deal every day.

E. C. WALKER.

ROSE BY ADVERTISING.

A HOTEL THAT INCREASED FROM 23 ROOMS TO 225 GUESTS IN 15 YEARS BY JUDICIOUS ADVERTISING—NOW WORTH \$350,000 AND STILL GROWING.

"Tell about tracing the results of ads—it can't often be done," said Chief Clerk F. M. Bolton of the Traymore at Atlantic City. "I have been here 15 years and I can't remember three instances of tracing results. Yet we advertise heavily and always have. I remember one man who came in and registered about four years ago and said he came to us because coming down on the train he read our ad in the *North American Review* among the other Atlantic City hotel ads—the Brighton, etc.—and selected our hotel because we had a picture of it in the ad. He stayed four weeks, and what he paid us practically paid for all our magazine advertising that season. That was the first year we tried magazine advertising, but the hotel had been advertising right along. When Mrs. M. E. Hooper had it and it was only a cottage of 22 rooms she spent \$800 a year in advertising it. She was a business woman—thorough in everything, including her advertising—and when she sold out ten years ago she got \$125,000 for the property she had built by her advertising and good management.

"And we have kept on advertising since W. W. Green & Co. bought the hotel, till, six months in the year, our capacity of 225 guests isn't half enough, and we shall rebuild and double the size of the hotel this fall.

"It was Mrs. Hooper's advertising that gave her the great start she had and enabled her to lead them all. She was the first to rebuild the hotels along the beach, and what her enterprise did for the Traymore compelled the others to do for their hotels, and entailed on them an expense of \$350,000 to keep up with the procession she and her advertising led."

ADVERTISING methods have gone through a series of changes in the last few years, and always for the better. If the merchant has been out of the newspaper columns for any length of time he has probably as much to learn as has the beginner, and perhaps the first lesson is not to overdo the matter. Too much is just as bad as too little. It must not be understood by this, however, that he can advertise too extensively within the limits of his business. But it will not do any harm to learn that extravagance of expression and the spreading of too much taffy on himself and his goods will not find favor with the public. They will most likely see through the thin disguise, or what amounts to that in effect, even when he has not intended it, and will be apt to avoid a merchant who apparently promises more than he can perform.—*Intending Builder.*

SOME QUEERLY WORDED ADS.

Occasionally one comes across an advertisement that makes him gasp for breath and wonder if it could not be differently worded. Technically it is all right, perhaps, but to the average outsider it has a very strange sound. Some examples of this class of advertisement have been carefully gathered by the writer in the hope that, when bunched together, they might prove an interesting subject for a PRINTERS' INK article. Here are a few selected:

There is a tenderly amorous suggestion, for instance, contained in the "want" ad—"Experienced pressers wanted on ladies' waists"; but even that is not so bad as the "Smart salesman wanted to handle ladies' underwear," which is quite as startling as the display announcement I saw recently—"All our pants are down for this week only."

A saloon-keeper advertises for a bartender "Used to mixing drinks and managing drunks," and a baker out of employment asks for a place "where the work is as light as the wages."

The barn painter who advertises "Signs written anywhere on earth" probably means to write them on wood, metal or canvas. A Boston shoemaker has the sign "Shoes fitted while you wait," and a restaurant keeper in the same city announces "Regular dinner 25c.—a regular feed for 40c.!" A Newark shoemaker has an excellent drawing card in his "ladies'" window. It simply reads, "Trilly feet fitted with neatness and economy." Fancy what a pull that card would have in Chicago!

A Denver real estate dealer has the following unique and metrical card in the local newspapers:

THE EARTH FOR SALE—in slices
At reasonable prices!

An Indiana grocery store announces, in appropriate display type:

WE'LL GIVE YOU CREDIT
for common sense if you buy here
FOR CASH.

One of the most remarkable "double roles" ever put in type, however, was this advertisement in a Glasgow (Scotland) paper: "Prof. Cameron, the celebrated violinist and musical director, attends balls, parties and dinners. P. S.—Boilers carefully scraped, cleaned and repaired." What possible connection there could be between the professor of music and the trade of boiler repairing baffled every reader of the advertisement.

DeKalb avenue, Brooklyn, has a somewhat curious sign in the window of a butcher's store: "Customers will find here the best meat only. We kill them every day except Sunday." Uninsured customers will never patronize that store.

Chicago has a saloon that advertises "drinks of all kinds for people of all kinds, at prices of all kinds," and a Cleveland barber gravely announces that he has "shaved prices for shaving and cut rates for cutting hair."

The hardware dealer who advertises "Fry pans at hard-pan prices," has as much sense of humor as the irreverent baker who declares, "We give you this day your daily bread for seven cents a loaf." Of a like turn was the hatter whose ad read: "Our business goes ahead and our bargains are felt."

The foregoing are examples of both careless

and careful advertising, and are taken almost at random from my note book. For fear of occupying too much space I will cease here, though I have instances enough to fill an issue of PRINTERS' INK.

JNO. C. GRAHAM.

NOT LAW BUT CAPRICE.

49 MAIDEN LANE, NEW YORK.
New York, Feb. 7, 1895.
Chicago—149 State st.
San Francisco—126 Sutter st.
London—7 Cripplegate Bldgs., Wood st.
Thomaston, Conn., the Home of the
Seth Thomas Clock Company.
NEW YORK, March 11, 1895.

Hon. John L. Thomas, Assistant Attorney-General for the Post-Office Department, Washington, D. C.:

DEAR SIR—Will you kindly cause us to be informed where the law or regulation may be found that makes it any less proper for the Seth Thomas Clock Company to advertise its business in PRINTERS' INK than for rival houses to do the same?—as they do to a considerable extent.

The business of this company is older than any of the living generation of men. If the fact that Mr. George P. Rowell, the publisher of PRINTERS' INK, happens at the present time to own a few shares of our stock is a sufficient reason for depriving this company of a privilege deemed valuable, it would seem as though the law that works such injustice might be pointed out.

If there is no such law, would it not be proper for your Department to say so? Mr. Rowell's ownership of stock is no fault of the company; neither is it a fact over which the company or its directors are able to exercise control.

The inclosed printed matter, setting forth the opinion of Hon. Lemuel E. Quigg, our Member of Congress, and another, exhibits the necessity on the part of the publishers of PRINTERS' INK for excluding our advertisement, from prudential motives, until they can obtain answers to their letters of inquiry addressed to your Department. They assure us that the uncertainty about what may happen to them if the advertisement is continued is too great to be assumed even for a five thousand dollar order.

A reply will greatly oblige,

Yours truly,

SETH THOMAS CLOCK CO.,
Seth E. Thomas, Treas.

Office of the
ASSISTANT ATTORNEY-GENERAL
for the

POST-OFFICE DEPARTMENT.
WASHINGTON, D. C., March 13, 1895.

The Seth Thomas Clock Co., 49 Maiden Lane, New York, N. Y.:

GENTLEMEN—Your favor of the 11th instant with inclosures is to hand; contents noted. The matter referred to is one that falls under the jurisdiction of the Third Assistant Postmaster-General, and I have, therefore, referred your letter and the inclosure to that office for consideration.

Very respectfully,

JOHN L. THOMAS,
Assistant Attorney-General, P.-O. Dept.

THE biggest business brought to "book"
(This truth there's no disguising)
Is caught by him who baits his hook
With catchy advertising.

THE St. Louis *Post-Dispatch* has furnished the publishers of the American Newspaper Directory with a detailed statement of circulation for the twelve months ending February 4, 1895, showing an actual average of 46,684 daily and 63,676 Sunday. Their daily average for the six months ending Feb. 4, 1895, was 50,592; for three months, 59,176; and for four weeks ending Feb. 4, 1895, 70,279. Their Sunday average for six months ending Feb. 3, 1895, was 66,630; for three months, 71,645, and for four weeks, 1895, 74,130.

Classified Advertisements.

Advertisements under this head, *freelances or more without display, at one cent a line. Must be handed in one week in advance.*

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

WANTED—The address of all coin dealers who issue catalogues. J. C. TOWNSEND, Minneapolis, Minn.

ADVERTISING man, age 36, wants position after March 31; bright; energetic; first-class references, and experience both East and West. "N. X." care Printers' Ink.

WANTED—Competent stenographer and typewriter (Remington). Must be well educated and thoroughly familiar with general office work. Good position to the right person. Address "COMPETENT," Box 709, New York City.

TO AD SMITHS—We want an advertisement calculated to make people subscribe for *PRINTERS' INK*. It should be set in a single column, in space of four inches. Will display in these pages the best advertisement submitted each week for a month, commencing with the issue of April 3d, and on May 1st will pay \$10 to the constructor of the advertisement chosen, which shall also be reproduced in these pages, together with the names and addresses of the constructors of each of the ads shown. Address all communications to *PRINTERS' INK*, 10 Spruce St., New York.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 60,000 monthly.

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

VICK'S MAGAZINE A1 + 1 - 0 = 300,000.

VICK'S MAGAZINE A1 + 1 - 0 = 300,000.

VICK'S MAGAZINE A1 + 1 - 0 = 300,000.

VICK'S MAGAZINE A1 + 1 - 0 = 300,000.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

THE Buckeye Chalk Plate Co., 52 Frankfort St., Cleveland, Ohio, recasts plates less than 60 per cent original cost. Write for circular.

SOAP Chips and Soap Powder for Woolen Mills Dyers Houses, Hotels, Laundries, put up in barrels, half and kegs. G. F. WHITNEY, 59 Long Wharf, Boston, Mass.

STREET CAR ADVERTISING.

FOR Street Car Advertising, *everywhere*, GEO. W. LEWIS CO., Girard Bldg., Phil'a, Pa.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

TO LET.

YANK, Boston. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

PREMIUMS.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

PREMIUMS—Best and up to date. THE CURRENT PUB. CO., 1028 Filbert St., Phila.

SEWING MACHINE, \$2.50. A perfect little machine and warranted to do good sewing. A splendid article for your premium list. Write for terms. Sample prepaid on receipt of above price. PECK & SNYDER, 11 and 13 Beekman St., P. O. Box 5781, New York City.

ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising.

Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us: \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

BILLPOSTING AND DISTRIBUTING.

VICK'S 300,000 beats billposting, cos it's permanent.

VICK'S 300,000 beats billposting, cos it's permanent.

VICK'S 300,000 beats billposting, cos it's permanent.

VICK'S 300,000 beats billposting, cos it's permanent.

VICK'S 300,000 beats billposting, cos it's permanent.

P. PRINTZ, distributor of advertising matter 730 9th St., N. E., Washington, D. C.

THE DENVER ADVERTISING CO., advertising distributors, 1730 Arapahoe St., Denver.

OLEAN Advertising Co., billposters, distributors circulars, papers, samples, ball up signs, etc.; Western New York, Northern Pennsylvania. First-class work guaranteed. Charges moderate. Box 398, Olean, N. Y.

ADDRESSES AND ADDRESSING.

50 CENTS gets our sub. list: gummed paper, 1,000 names. DEMOCRAT, Albion, Ind.

500 AGENTS' gummed addresses, 75, 21; 1,000, 42. NATIONAL AGENCY, Bata-Via, N. Y.

LETTERS bought, sold or exchanged. Big lot to rent, all kinds, either sex. ADVERTISERS' LETTER BUREAU, 447 6th Ave., N. Y.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters especially. A. LEFFINGWELL & CO., 115 Dearborn St., Chicago, Ill.

ILLUSTRATORS AND ILLUSTRATIONS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

\$300 FOR A PAGE AD—A striking design is essential. Send your "matter": I'll send you a neat, original design. O. K. or no pay. R. L. WILLIAMS, 33 L. & T. Bldg., Wash., D. C.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 100 Water St., New York.

STEREOTYPE, linotype, and electrotype metals; copper cutters; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Phila., Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

HOTEL STATIONERY at lowest prices. 5,000 good envelopes and 5,000 letter headings \$15, printed to order. Correspondence solicited. J. CHALMERS, Printer, 55 Dey St., New York.

EMBOSSD menu car, 12 designs—breakfast, dinner and supper. The prettiest line on the market. Samples free to hotel proprietors. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

WE sell envelopes like Johnston sells printers' ink. 10,000 good XX 6 1/2 x 9 H. C. White Envelopes printed with your card and delivered, f. o. b., for \$13, check with order. 10,000 circular envelopes for \$8.50. Satisfaction guaranteed. SHRYOCK, Printer, Zanesville, O.

ADVERTISING NOVELTIES.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

5000 Neatly printed card folders and 5,000 printed envelopes \$25. Great value. Printing, engraving, lithographing at bottom prices. CHALMERS, 55 Dey St., New York.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

RETAIL merchants, send business card and we will mail you copies of neat, illustrated monthly newspaper you can own at price little exceeding circulars. TIMELY TOPICS, 200 Washington St., Boston.

NOW you see it; now you don't. Optical illusion cards are trade winners; never thrown away, but carried home, and afford much amusement. Send for samples. Address WM. UPDEGRAVE, Johnston, Pa.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 313 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

BOOKLETS by the million. To advertise your business. 5c. per 1,000 up. Write for estimates on your work. Lowest prices in the U. S. SPRINGFIELD PUB. CO. Springfield, Mass.

ADVERTISING AGENCIES.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 5c. a year. Sample mailed free.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE don't sell adv. space below cost, but we can beat the crowd on Georgia business. It will pay to write before placing so. advertising. THE JOHN BRATTON CO., Atlanta, Ga.

DOES your business need a little more steam for the tug-gee! Or a little more sand on the track? Shall we send you our little book about advertising? It is free. It may help you to make schedule time. DODD'S ADVERTISING AGENCY, Boston, Mass.

PRINTERS.

VAN BIBBER'S
Printers' Rollers.

IN this issue The Lotus Press ad will be found under the head of Ad Constructors.

\$10 BUYS 10,000 fine 6-lb. note heads printed to order. MAYER, Printer, Madison, Wis.

COMMERCIAL STATIONERY, pamphlets, catalogs, circulars and other printing of artistic merit. Write CHALMERS, 55 Dey St., New York.

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRESNAN, 241 to 246 William St., N. Y.

HOTEL note heads (5 1/2 x 11), 10,000 printed to order for \$12.50; 5,000 for \$7.50. Commercial 5 1/2 x 7 1/2, 10,000 for \$10.00; 5,000 for \$6.00. Use best 24-lb. stock and work in first-class; samples free. MAYER, Printer, Madison, Wis.

I WANT to do work for people who desire plain, straightforward printing—the kind that business men appreciate; the kind that pays; the kind that few printers can do as well as WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

THERE seems to be a belief that I charge great big prices for printing booklets, but that belief is wrong. My prices are not high, and they are not as low as some printers charge, either; but they are just as low as anybody asks for good work. If you want poor work, don't write to me. Here are my figures for an eight-page booklet to fit a 6 1/2 envelope, printed on a nice linen paper, with reading matter, set in straight brevier or long primer type. For 1,000 \$15; for 2,000, \$25; for 3,000, \$28.00. If you want the language to be as good as the printing, I'll do the writing and all, but I'll charge \$5 or \$10 extra for the writing. Now you can see, in black and white, what it will cost to get a booklet that will find buyers for your goods and make them go down in their pockets for cash. Send to me for prices on all your work. WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

BRETT. Ads.

ADDISON ARCHER, 1 Union Sq., N. Y.

ADS SMITH. Baltimore. Washington.

SSMITH has ideas. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

SEND old ads for a new one on approval. R. L. CURRAZ, Box 999, Chicago.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

ASCHERFELD, Havre de Grace, Md. Expert ad builder. Originator of bright ideas.

HOTEL ads and advertising matter prepared by D. G. ARCHIBALD, 78 Nassau St., N. Y.

ASCHERFELD'S "Idea" I head sent free. ASCHERFELD, ad ideas, Havre de Grace, Md.

BUSINESS literature—interested? I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

CHINK-WINNING ad for 3-ct. stamp; if you like it and want more, will write series of 4 ads for \$2. "M. B.," 2154 Frankford Ave., Phila.

CONTRACTS for 365 advertisements a year.

" 313 " "

" 32 " "

E. L. SMITH, Codman Bldg., Boston, Mass.

SEND 35 cents for my 64-page book, "Advertising for Retailers." If you don't get a quarter's worth you may have your quarter back. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

If you care to know all about my methods, charges, etc., send a stamp for my new illustrated circular, "The Art and Literature of Business." CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

If you care to know all about my methods, charges, etc., send a stamp for my new illustrated circular, "The Art and Literature of Business." CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

If you care to know all about my methods, charges, etc., send a stamp for my new illustrated circular, "The Art and Literature of Business." CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

If you care to know all about my methods, charges, etc., send a stamp for my new illustrated circular, "The Art and Literature of Business." CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

HAVE it all done by the one party. Writing, designing, printing, electrotyping—ads, circulars, booklets, everything. Nobody can do it better, for as well as WILLIAM JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

\$1.00 FOR a plain, common-sense ad, with well drawn outline illustration. This is a quantity price, one hundred would cost \$100. These ads are like those of Rogers, Peet & Co. Send \$1.00 for a sample. BRETT, 123 Nassau St., N. Y.

SEE my recent ad in PRINTERS' INK. If you want either at your own price and mean business, submit me your best cash offer. I'm going to sell. I need the money—and I'm not going to split hairs in the matter of price. First offer stands best chance. M. B. WESSON, Fort Worth, Texas.

"OUR business is five times as big as it was when SCARBORO began writing our ads two years ago." This remark was made by a manufacturer of silk waists and bathing suits.

I BELIEVE I use more care in preparing advertisements than any other ad-smith. Every advertisement I write, I try to make correct in sense, correct in assertion—correct in everything essential to the make-up of a good advertisement. I want your work—and testimonials, too. Ten ads on approval, \$10. H. F. BROWN, Paulsboro, N. J.

THIS week I'm writing ads for silk waists, bathing suits, cleaning and dyeing, newspaper folders, business books, drugs, shoes, type writer supplies, whiskey, roofing materials, varnish and clothing. I'm never too busy to answer the inquiries of those who are interested. JED SCARBORO, Box 63, Station W., Brooklyn, New York.

HOTEL ADVERTISING—I write, illustrate and plan ads, booklets and circulars for some of the leading hotels of New York, Atlantic City, Bar Harbor, etc., and produce the most artistic and effective work for the least money, whether \$10 or \$10,000. You can save money and make money by writing ADDISON ARCHER, 1 Union Sq., N. Y. City.

A REGULAR SNAP FOR CLOTHIERS—30 ads for \$5, cash with order. None of your moth-eaten, prehistoric, time-worn, space-filling chestnuts, but fresh, original ads, crisp as a new bank note, bright as a shining dollar, and with that sort of ring that impresses the public as with the fact that you've got a good thing and aren't backward in telling about it. They'll please you—and your trade. If they don't we'll send your money back. We make this liberal offer simply to induce a trial of our work, feeling assured you'll be so well pleased with results as to give us orders for more ads. LEWIS & MATHEWS, 501 Main St., Kansas City, Mo.

WE sever tie of advising our friends to let their children learn to draw; to give them a knowledge of art. No matter what occupation they may pursue in after life, the chances are they will find it extremely useful. Art ought to be a part of every printer's education, yet a mere technical knowledge of printing is all they aim at. We have acquired a practical art education, and it is this that makes the vast difference between our printing and the printing of other printers. A piece of printing is pleasing if it is artistically correct. A knowledge of the principles of art is necessary to know how to make it so. We have spent our evenings and leisure moments in acquiring this knowledge. THE LOTUS PRESS, 140 West 33d St., N. Y.

NOBODY pays me for writing ads unless he likes them. I get letters every day from pleased clients, but that doesn't count for much. The vital thing is: "Do the ads really sell goods?" Here is an extract from a West Virginia real estate man's letter: "My ads are pulling business beyond my expectations. I have four good deals under way, which the ads brought me. Our city is passing through the greatest financial straits she has ever known. If my ads yield me a profit now, which they are doing, what will they do when times get good? I am actually surprised at the amount of attention my ads are attracting." This man pays me a dollar a piece for ads, and he gets a dollar for every sale he bargains. Does anybody else want illustrated ads at that price? BERT M. WOSES, Box 283, Brooklyn, N. Y. Ten retail ads (with ten cuts), \$10. Ten medical ads, \$20.

I AM an advertisement writer, but must write anonymously. I have just undertaken to write the ads of The Lotus Press; not because they are not competent to do it themselves, but because it seems so egotistic for a man to constantly praise his own abilities. I have made a careful study of their work by actual comparison, and I venture to say that I can double their business in a very short time. My method is to stick closely to the truth and I will not undertake to write for anything or anybody who cannot stand the searchlight of truth. The Lotus Press has been justified in the statements they have made as to the quality of their work, and it will be to the interest of every large consumer of printing to obtain their services, and because I honestly believe this to be so I believe I can convince others. If you want printing of real merit try THE LOTUS PRESS, 140 W. 33d St., N. Y.

TRADE-WAKENERS are what you need when business is slow. Ads with a snap in 'em, to rouse interest and turn readers into buyers. Business malaria needs an ad-tonic. Try mine! Thirteen retail ads with cuts on receipt of \$38. **WOLSTAN DIXEY**, 38 World Bldg., N. Y.

MR. PIKE, the manager of the Hygeia Hotel at Old Point Comfort, asked me to give him your address, as he liked my card, and to-day Mr. T. R. Proctor, proprietor of the celebrated Spring House, Richmond Springs, writes: 'I wish you would tell me who printed your cards, as I think they are very pretty indeed.' This is an extract from a letter sent us by a customer and shows the impression our printing makes. Our customer was pleased or he would not have said anything about it; Mr. Pike and Mr. Proctor were pleased, or they certainly would not have asked for our address; we are pleased, or we would not pay to advertise it here. Have you ever had a similar experience with printing that you have sent out? We put the same skill and taste in a booklet or catalogue, and can make them profitable to you by insuring more than a passing glance, and saving them from the waste basket. **THE LOTUS PRESS**, 136 West 23d St., N. Y.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobs handled anywhere in Iowa or Nebraska with success. 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

R. W. HAYNES,
Council for Newspapers
and Advertisers,
Washington, D. C.
(An unsolicited endorsement.)
Office of **HAPPY HOME PUL. CO.**,
Publishers of "THE HAPPY HOME."
SOUTH BEND, Ind., March 5, 1895.
R. W. Haynes, Washington, D. C.:

DEAR SIR—Your business for us before the Department has been attended to with the utmost fairness, ability and promptness and satisfaction, as we were assured it would be by the parties recommending you to us; please accept this indorsement of your success with our thanks.

Respectfully yours,

THE HAPPY HOME,

Per A. L. May, Pres.

FOR SALE.

\$1 BUYS 4 lines 50,000 copies proven. **WOMAN'S WORK**, Athens, Ga.

FOR SALE—Complete file of **PRINTERS' INK** in good condition. Address "REASONABLE," care Printers' Ink.

"IN HER POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

FOR SALE—A first-class weekly newspaper, with job plant, in best town in Idaho. Address **TRIBUNE**, Pocatello, Idaho.

BARGAIN.—Cottrell and Babcock, 2 rev., 4 roll, tapeless, 42x56, superb for newspaper, book and cut work. Thoroughly rebuilt, splendid. I mean a bargain. **W. O. FULLER, Jr.**, Rockland, Maine.

REPUBLICAN newspaper for sale, in a Republican county in Central New York. Business last year, \$10,000. A whole or half interest. Satisfactory reasons for sale. Address "D. A. J.," care Printers' Ink.

FOR SALE—Perfecting Press, Goss make, nearly new, in perfect order. Just as good as when it left the factory. Guaranteed to print, fold and count 10,000 4 or 8 page papers an hour. Has been used also for book and pamphlet work. Sold for no fault. Address **CHAS. P. DAVIS**, Springfield, Mass.

FOR SALE—Oldest daily afternoon newspaper in five, growing Pennsylvania city. Equipment new: perfecting press, printing 4, 6 or 8 pages; cylinder and two job presses; complete job department; steam power. Price \$15,000 cash. Owner desires to enter other business. Principals only, who mean business, address "QUICK SALE," care Printers' Ink.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. **FERRIS BROS.**, 324-330 Pearl St., N. Y.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

"IN HER POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

IF YOU want to reach the German farmers, advertise in the **HAUS UND BAUERNFRUND**, Milwaukee. It does the work thoroughly.

"THE founding of the **MIDLAND MONTHLY**, in '88, proved to have been the most important event in the literary history of this Midland region."—*Annals of Iowa*.

THE MIDLAND MONTHLY, Des Moines, Iowa, reaches the best people in the eight Northwestern States. Employing no Eastern solicitor, it makes a uniform rate so low that advertisers get big returns on small investments.

ARE you advertising in Ohio? We invite your attention to the **DAYTON MORNING TIMES**, circulating 4,500 copies daily; the **EVENING NEWS**, 9,500 copies each issue, and the **WEEKLY TIMES-NEWS**, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily, thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the **NEWS** and **TIMES** are long-established journals and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. For prices, etc., address **H. D. LA COSTE**, 38 Park Row, New York.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 2 cents a line. With display or black-faced type the price is 30 cents a line. Must be handed in one week in advance.

ALABAMA.

ALABAMA papers are shy about exploiting their merits.

ARKANSAS.

The Arkansas Gazette

Was established 1819, when the population of Arkansas consisted principally of Indians. Then it was the best paper published in the Territory, because it was the only paper. It is to-day the best paper published in the State, and is the only paper of more than local circulation or influence; it is the only morning paper carrying the full Associated Press dispatches; it is the only paper using a perfecting press. It will pay advertisers better than any other Arkansas newspaper. The daily and weekly cover the State. For rates address

The Arkansas Gazette, Little Rock, Ark.

CALIFORNIA.

LOS ANGELES TIMES—Southern California's great daily. Foremost advertising medium.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the **San Jose MERCURY**. For advertising rates in daily or weekly address **San Jose, Cal.**

THE WAVE, San Francisco, Cal., the society, literary and political weekly. **E. KATZ**, 128-137 World Bldg. New 13,000 weekly. York, N. Y., sole agent. guaranteed.

ALASKA.

NO Alaska paper is big enough to advertise in **PRINTERS' INK.**

ARIZONA.

ARIZONA papers are too modest to advertise here.

COLORADO.

COLORADO papers want page advertisements in **PRINTERS' INK.** and have no use for small, classified announcements.

CONNECTICUT.

THE UNION, Bridgeport, Conn. Daily, 7,500. Weekly 1,500. Western Connecticut thoroughly covered by the **TWO UNIONS.** O. L. MOORE, New York Representative, 620 Vanderbilt Bldg. THE UNION PUBLISHING CO., Bridgeport, Conn.

THE TWO HERALDS. WATERBURY SUNDAY HERALD. BRIDGEPORT SUNDAY HERALD. Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, \$6,000. 150,000 Readers.

DELAWARE.

IS such a little State.

DISTRICT OF COLUMBIA.

WANTS bigger space and display than can be had here.

IDAHO.

ADVERTISING IN **PRINTERS' INK** costs too much, unless one has something really worth saying.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

IOWA.

THE DUBUQUE TELEGRAPH is acknowledged to be the best advertising medium in Eastern and Northern Iowa, and equal to any in the State. It reaches the people in Iowa, Northern Illinois and Southern Wisconsin. Send for a sample copy and rates of advertising. Address THE TELEGRAPH, Dubuque, Iowa.

LOUISIANA.

SOUTH PRESBYTERIAN, New Orleans, wicky cir. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

THE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month. ADS in THE INDEPENDENT, Farmington, Me., produce results and mail orders.

MASSACHUSETTS.

30 CENTS for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,500. WONDERFUL—Send 10c to FRANK HARRISON, Boston, Mass. and see what you will get.

MARYLAND.

DON'T take much stock in advertising; but when it must be done wants more space.

MICHIGAN.

DETROIT SUNS, 113,000 weekly. SAGINAW COURIER-HERALD. Daily, 4,000; Sunday, 7,000; weekly, 14,000. SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers. SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches. DETROIT SUNS, ILLUSTRATED and SUNDAY, circulation, 113,000, are profitable media. GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit, 15,000 daily. SAGINAW evening and weekly NEWS. Largest circulations in the Saginaw Valley, Michigan.

When Looking for Returns Don't Forget THE LOCAL REPUBLICAN, LESLIE, MICH. Ask for Sample Copy. DETROIT ILLUSTRATED SUN, weekly, 97,000; SUNDAY SUN, 23,500. Adv. office, 517 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

RESULTS—Advertise where you will get paying returns. Advertisers are well pleased with the ILLUSTRATED and SUNDAY SUNS, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 125,073 weekly.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 30,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

MINNESOTA.

THE DULUTH NEWS-TRIBUNE—The only morning daily paper. Established in 1879. Published at the head of the Great Lakes, Duluth, Minnesota. The average daily circulation now exceeds 7,000 copies. Daily, Sunday and weekly editions. New rates of subscription: Daily and Sunday, per annum, \$5; daily and Sunday, per month, 50c.; daily, per annum, \$4; daily, per month, 40c.; weekly, per month, \$1. PERRY LUKENS, Jr., Eastern Advertising Agent, 73 Tribune Building, New York. A. E. Chanler, Editor and Manager.

MISSISSIPPI.

LIKE the violet seeks seclusion.

MISSOURI.

MEDICAL HERALD pays medical advertisers. Try it. St. Joseph, Mo. THE PACKER, Kansas City, Mo. Fifth in circulation of Missouri newspapers. First in circulation of the trade papers of America. The Armour Packing Co. writes under date Jan 18: "Referring to your letter of January 17th, asking if we feel justified in making a statement as to whether the results obtained from the PACKER have been satisfactory, beg to say that we do so with pleasure. We receive orders constantly referring to our advertisement in your paper, and can trace a great deal of our business indirectly to your circulation. We find that it seems to reach the better class of merchants and will probably continue our advertising during the present year."

MONTANA.

THE LIVINGSTON ENTERPRISE; eight pages; all home print. Circulation exceeds 1,000. A NAACON STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana; 10,000 copies daily.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages.
All home print. Leads in Nevada.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.
A New Hampshire Magazine.
FRANK E. MORRISON, Special Agent,
Temple Court, New York.

NEW JERSEY.

ATLANTIC REVIEW, Atlantic City, guarantees
a daily circulation of 1,500. It's a leader.

POPULAR adv. medium: Bridgeton (N. J.)
EVEG News, 3,000; Bridgeton (N. J.) **DOLLAR**
WEEKLY NEWS, 1,600. Bowell guarantees circ'n.

THE EVENING JOURNAL,

JERSEY CITY'S
FAVORITE FAMILY PAPER.
Circulation, - - - - 15,500.
Advertisers find IT PAYS!

NEW MEXICO.

TOO dry to advertise much.

NEW YORK.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

1 60,000 READERS in 15,000 offices. **THE NATIONAL**
PROVISIONER, 284 Pearl St., New York.

STORIETTE
A Magazine of original tales.
The March issue appears in a
new and artistic dress. Send
for rates. **STORIETTES PUB. CO.**
Downing Building, New York.

THE HOUSEWIFE,

New Office, 114 Nassau St., N. Y.

Circulation 75,000 Copies Monthly.

Send for Advertising Rates and
Specimen Copies.

Ask for Special Rates for Advertising in

Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES.

ELMIRA
TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred
Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.
Rooms 13, 14 and 15 Tribune Bldg., New York City.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year

The Leading Illustrated Paper of
America is

LESLIE'S WEEKLY.

Every Live Advertiser recognizes
this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,
110 Fifth Ave., New York.

Albany's Most Popular Daily.

Circulation 17,400.

**Albany's Great One-Cent
Newspaper.**

This is to certify that the Circulation of
**THE DAILY PRESS AND KNICKER-
BOCKER** is Constantly Increasing and that
the number of copies printed this day was
17,400. W. D. KELLY, PRESSEMAN.
State of New York, City and County of Albany.
Sworn to before me this 16th day of Novem-
ber, 1894. JOHN J. GALLOGLY,
Notary Public, Albany, N. Y.

THE PRESS CO., Publishers,
Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and
Sunday Press.

NORTH CAROLINA.

I PREFERENCES local patronage, which pays better.

NORTH DAKOTA.

TOO cold to advertise in the winter.

OHIO.

LARGEST circ'n of any Prohibition paper in
nation: **BEACON AND NEW ERA**, Springfield, O.

DAYTON MORNING TIMES and EVENING
NEWS. Combined circulation 14,000 daily.

YOUNGSTOWN VINDICATOR, 7,800 daily, 5,900
weekly. Leading newspaper in Eastern Ohio.

INDLAY (O.) **REPUBLICAN**, despite untruth-
ful statements by others, circulates 2,000
more daily and 500 more weekly than any local
competitor.

THE TRI-STATE GROCER visits the grocers and
produce merchants of Ohio, Ind. and Mich.
weekly. If you are not in it, it will pay you to
write to **TRI-STATE GROCER CO.**, Toledo, O.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading
morning paper in the Territory, accepts ad-
vertising with the distinct and positive guar-
antee that it has double the paid circulation of
any newspaper published in Oklahoma. F. B.
Lucas, Adv. Mgr.

OREGON.

IF the advertiser wishes to reach, with power-
ful influence, the people of Salem, Oregon,
and vicinity, he must seek **THE STATESMAN**.—
Printers' Ink.

PENNSYLVANIA.

CIRCULATION CLAIMS are useless when they
are not proved. The American Newspaper
Directory guarantees the rating given the **CHESTER**
TIMES. Thirty thousand local readers in the
best section of Pennsylvania. Address **WAL-**
LACE & SPROUL, Chester, Pa.

EDUCATIONAL INDEPENDENT, school w'kly.
EDINBORO PUB. CO., Edinboro, Pa.

INTELLIGENCER—DAILY and WEEKLY,
Doylestown, Pa.
For guaranteed circulation see
Rowell's Directory. Always
the leaders.
Always best mediums for
advertisers' purposes.

RHODE ISLAND.

HOME GUARD, Providence, R. I.; circulation
50,000; paid up subscription list.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S.
C., is the most popular paper in a hundred
South Carolina towns. The semi weekly edition
reaches over 1,000 post-offices in South Carolina.

SOUTH DAKOTA.

NOTHING to advertise.

TEXAS.

THE POST: Houston, TEXAS,

Has a **LARGER REGULAR ISSUE** THAN ANY
DAILY IN TEXAS, and is so guaranteed by Row-
ell's 1894 Directory under a forfeit of \$100. S. C.
BECKWITH, Sole Agent Foreign Advertising,
New York and Chicago.

UTAH.

WANTS more space or none at all.

VIRGINIA.

THE VIRGINIAN, Emporia. 8-page weekly.
Large circulation in Va. and N. C.

WASHINGTON.

SEATTLE POST-INTELLIGENCER.

"In her POST INTELLIGENCER Seattle has one
of the four great papers of the Pacific
Coast."—*Harper's Weekly*.

THE SPOKANE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKE-
MAN and REVIEW. Exclusive control morning
field. No competitor within 500 miles. Popula-
tion Spokane, 1881, 500; 1894, 35,000. The past and
present history of Spokane has been marvelous;
its future will be the wonder of Western civiliza-
tion. The REVIEW is the recognized exponent
of all the best interests of Spokane and the vast
country tributary to it.

WEST VIRGINIA.

NEW territory, progressive and flourishing
town, wide-awake newspaper. Address the
SOUTHERN WEST VIRGINIAN, Williamson,
West Virginia.

WYOMING.

THE ladies will not allow its newspapers to use
PRINTERS' INK.

CANADA.

WANTS reciprocity—not advertising.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD.
ANDREAS & CO., 62 Broad St. Agents.
Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in
the appropriate class cost 25 cents a line, for each
insertion. One line, without display or black-
faced type, inserted one year, 53 weeks, for \$13, 6
months for \$8.50, 3 months for \$5.25, or 1 week
for \$1. Display or black-faced type charged at 50
cents a line each issue, or \$26 a year, or \$2 a
month, for each line of pearl space occupied by
the whole advertisement. For the publisher who
does not find the heading he wants one will be
made to specially fit his case.

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (Eli), St. Louis, Mo.
Largest issue in 8 years, 30,000.
Smallest issue in 8 years, 10,000.
Largest average for 12 months, 17,600.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
WISCONSIN AGRICULTURIST, Racine, Wis.

ARCHITECTURE.

INLAND ARCHITECT, Chicago. *Best in West.*

CARRIAGES.

VARNISH, Philadelphia, Pa.

COAL.

COAL TRADE JOURNAL, New York City.

DAIRYING.

The American Creamery, Chicago.

FASHIONS.

QUEEN OF FASHION, N. Y. City.
Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 13,000 weekly.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 12,000 weekly.

MEDICINE.

**LEONARD'S ILLUSTRATED MEDICAL JOUR-
NAL**, Detroit, Mich. Circulation over 10,000.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

NAVAL.

BURGEE AND PENNANT, 67 Fifth Ave., N. Y.

SOCIETY.

THE WAVE, San Francisco, Cal. 12,000 weekly.

SPANISH.

REVISTA POPULAR: 46 Vesey St., N. Y. City.
The largest Spanish circulation in the world.
Translations in all languages.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over
100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating

TOBACCO.

WESTERN TOBACCO JOURNAL, Cincinnati.

TYPE WRITERS.

PHONOGRAPHIC WORLD, New York City.

VEHICLES.

FARM MACHINERY (Eli), St. Louis, Mo.

WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

YACHTING.

BURGEE AND PENNANT, 67 Fifth Ave., N. Y.

Colorado...

Largest Producer of Gold,

\$12,724,608.

PRODUCT 1894

Largest Producer of Silver,

\$10,787,974.

PRODUCT 1894

THE ROCKY MOUNTAIN NEWS

Is the recognized organ of the Gold and Silver Miners—the best paid workmen known. Only paper in Denver that publishes its circulation under oath.

Average ..FOR.. *Daily*, 23,073
Circulation, 1894 *Sunday*, 28,850
Weekly, 4,800

ADDRESS:

Rocky Mountain News Printing Company,
DENVER, COLORADO.

OR

HENRY BRIGHT,

EASTERN REPRESENTATIVE,

NEW YORK,

11 TRIBUNE BUILDING.

THE PHILADELPHIA ITEM

ESTABLISHED 48 YEARS.

"Approbation from Sir Hubert Stanley, is praise indeed."

THE RIPANS  CHEMICAL CO.

10 SPRUCE ST., NEW YORK.

P. O. Box 672.

New York, September 24, 1894.

Mr. S. C. Beckwith,

Tribune Building, New York City.

Dear Sir:—

After a careful examination of the advertising done by us and a consideration of the charges for the same, in connection with the results achieved in the way of introducing our goods, we are of the opinion that, all things considered, we have obtained from the Philadelphia "Item" better results, at less cost, than from any other single newspaper or combination of newspapers. The conclusion arrived at was unexpected to us. We communicate it in the belief that it will be gratifying to you.

Very respectfully,

The Ripans Chemical Co.
Osborn & Morris, Pres't

Circulation of THE ITEM, EVERY ISSUE FOR THE PAST SEVEN YEARS HAS BEEN AS FOLLOWS:

| | DAILY. | SUNDAY. | WEEKLY. |
|------|---------|---------|---------|
| 1888 | 154,638 | 91,443 | 23,762 |
| 1889 | 164,944 | 151,728 | 32,440 |
| 1890 | 174,419 | 174,209 | 42,157 |
| 1891 | 181,237 | 184,490 | 43,358 |
| 1892 | 186,767 | 192,363 | 53,753 |
| 1893 | 187,446 | 213,208 | 64,885 |
| 1894 | 189,100 | 215,220 | 71,884 |

The correctness of these figures is fully authenticated and sworn to by the publishers, as well as guaranteed by GEO. P. ROWELL & Co., the recognized authorities on newspaper ratings.

 **OVER ONE THOUSAND AGENTS** in Philadelphia handle THE ITEM, and sell no other paper.

The only newspaper on Earth owning five of R. Hoe & Co's quadruple presses. Capacity, 300,000 perfect papers per hour.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING.

TRIBUNE BUILDING,
NEW YORK.

"THE ROOKERY,"
CHICAGO.

SPECTACLES

ARE MADE TO



LOOK THROUGH

SO ALSO IS

PRINTERS' INK.



It is about as easy for a person with poor eyes to dispense with his "glasses" as it is for a progressive, up-to-date advertiser in ANY business to develop without looking through every issue of PRINTERS' INK.

A peep into the latter costs just five cents weekly—\$2 per year. Address with CASH,

PRINTERS' INK,

10 SPRUCE STREET, NEW YORK.

Sample Copy Editions.

FOR SCHOOLS, March 27th.
 PRINTING OFFICES, April 3rd.
 PRINTING OFFICES, April 10th.
 FOR DRUGGISTS, April 17th.
 FOR DRUGGISTS, April 24th.

A series of five issues of our paper, intended to induce the above-named classes to become subscribers to PRINTERS' INK, will be issued as stated above, and articles calculated to interest or instruct these classes are especially desired for use in these issues as follows :

FOR APRIL 3D & 10TH.

How Printers and Publishers should advertise.

Why Printers and Publishers should subscribe for PRINTERS' INK.

FOR APRIL 17TH & 24TH.

How Druggists should advertise.

Why Druggists should subscribe for PRINTERS' INK.

Articles received will be accepted and paid for or returned before the date of issue.

Contributors are requested to come out particularly strong on the point, "Why these should subscribe for PRINTERS' INK?"

Address all communications to

PRINTERS' INK,
 10 SPRUCE ST., NEW YORK.

Advertisements for PRINTERS' INK are solicited.

Advertisements of things useful to advertisers are **earnestly** solicited.

Classified advertisements, no display, 25 cents a line of six words.

Displayed advertisements, 50 cents a line, \$7.50 an inch ; \$100 a page ; \$50 for half a page ; \$25 for a quarter page. Copy must be received one week in advance. Send all orders to

PRINTERS' INK,
 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ISSUED every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

PUBLISHERS desiring to subscribe for **PRINTERS' INK** for the benefit of advertising patrons can obtain special terms on application.

BEING printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

IF any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CIRCULATION: A detailed statement of the number of copies printed of every issue of **PRINTERS' INK** for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1895, shows that the actual average issue for the last year was 17,738 copies; for the last six months, 19,575 copies; for the last three months, 21,283 and for the last four weeks, 22,350 copies.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
CHICAGO AGENTS,
BENHAM & INGRAHAM, 26 Evening Post Building.

NEW YORK, MARCH 20, 1895.

AN advertisement calculated to make people subscribe for **PRINTERS' INK** is wanted. It should be set in single column, in space of four inches. The best advertisement submitted each week for a month, commencing with the issue of April 3d, will be displayed in these pages, and May 1st \$10 will be paid to the constructor of the advertisement chosen, which shall also be reproduced, together with the names and addresses of the constructors of all the ads shown.

If you would keep a public house, keep it before the public.

THE newspaper is the American traveler's guide-book. Be sure your hostelry is in it.

BUSINESS, like a baby, grows larger by nursing. Advertising is the best "business food."

GOOD advertising usually indicates a good hotel. In fact, by your advertising the stranger will judge you.

If you think your paper well printed obtain a copy of *The Traveler* of San Francisco and compare yours with it.

THE law, the church, medicine and literature have been the four great professional fields to which the student's attention and energies were bent. And now advertising—an offshoot of literature—looms up as a large and independent field for brainy boys.

THE advertisement is the blossom that fades; but business is the fruit that grows and develops from it.

IT is paradoxical but true, public schools do not need advertising; but private schools should be made public.

IT's a mistake to suppose a hotel booklet must be extensive and expensive in order to be attractive and effective.

"IT isn't the coat that makes the man," says an exchange; "it's the name on the little tag at the back of the neck."

WHAT Euclid is to the mathematical student, **PRINTERS' INK** is to the advertising aspirant—an indispensable hand-book.

If you "don't care whether school keeps or not," all right, don't advertise; but if you *do* care, don't despise printers' ink.

PEOPLE look at the pictures in *Puck* and *Judge* before they read the rest. This is the argument for illustrations in hotel booklets.

THOSE who are trying to solve the question, "where to go this summer," are studying the resort ads in their favorite papers now.

MUCH money is wasted in hotel advertising. Much money is also made by hotel advertising. Therein lies the argument for reading **PRINTERS' INK** every issue.

ADVERTISING is the bait that attracts customers. Your treatment of them—the line that holds them. Your bait may be all right, but if your line is rotten you lose the fish.

THE saying, "never tell tales out of school," should not be taken literally. If the stories are about the efficiency of the teachers and principals, and the matter gets into the papers, it will do the school a lot of good.

IT is one of the alarming signs of the times that Chicagoans may well fear that the newspaper trust has absorbed every morning paper in Chicago, and has allied itself with and in defense of the franchise monopolies of the city.—*Chicago Dispatch, March 5th*

ADVERTISING should be taught in all commercial schools. It is as necessary in business as reading, writing or arithmetic, and a good knowledge of it is often more profitable than all three.

DON'T be induced by the arguments of the advertising solicitor to go into the wrong medium, only to declare afterward that advertising don't pay. Take time enough to study up what the best papers are, or employ an advertising man to do it for you. You can't afford to advertise on impulse or sentiment.

"PUT them into the homes," is the advice of a prominent hotel man quoted in PRINTERS' INK, referring to pamphlets. "I address them to the 'Mrs.' at her home, and never send them to the business man to throw into his waste basket." A good suggestion for other pamphlets than merely those referring to hotels.

THE only time it's necessary to mention prices in your hotel ads is when they are a special inducement, though this is a rule that must not be applied too literally to the rank and file of hotels that entertain the public at from \$1.50 to \$2.50 a day, for the people who patronize them "want to know what they have got to pay," and therefore ought to be told.

THE sample copy edition of PRINTERS' INK intended for printing offices will be issued in two sections. One section will be mailed April 3d and the other April 10th. The edition of April 3d will reach each and every newspaper office in the United States. The edition for April 10th will reach each and every printing office in the United States which is not conducted in connection with a newspaper office.

THE *Decorah Posten und Ved Arnen*, of Decorah, Iowa, B. Anundsen, publisher, was started twenty years ago by a man with neither money nor credit. It to-day has more than twice the circulation that was ever proved by any other Scandinavian publication on earth. It is still owned and managed by the man who started it and who built it up to its present strength. The constituents of the *Posten* are Norwegians, sturdy, thrifty, forehanded and honest.

WHEN the wise hotel man gets an inquiry for rooms and rates he immediately mails a card, or a folder, or a booklet—according to the size and character of his hotel—that will do all possible to convert the inquirer into a guest. If he hasn't such a card, folder, or booklet, he writes two letters—one to the inquirer after rates, and the other to an advertising man, telling the facts and figures about his hotel and asking the ad man to estimate on what he needs in the literature line.

"The Outlook, a family paper, new series of the *Christian Union*, New York." This is the heading of about the most attractive weekly that reaches the editorial table of PRINTERS' INK. In these days of cheap paper, lightning presswork and slovenly folding, *The Outlook* seems like an oasis in the midst of a dreary desert. "About the best" is as strong as a newspaper man feels like expressing himself, but if some one will mention another paper that is about as well made, and pretty nearly as good as *The Outlook*, PRINTERS' INK will take pleasure in examining the unknown.

A CHAOTIC CONDITION.

Perhaps few persons are better qualified to speak with authority upon the inequalities of the postal regulations governing the transmission of second-class matter through the United States mails than is Mr. Francis F. Browne, proprietor and chief editor of *The Dial*, the leading fortnightly journal of American literary criticism.—*The Inland Printer for March*.

It seems to me that no department of government business can be in so chaotic a condition, so far as its methods and rulings are concerned, as is that branch of the post-office machinery having to do with the regulation of second-class matter. There is the most serious need of a complete reorganization and revision of this particular and important branch of public service, which is now so conducted as to subvert, in certain particulars, the very ends which it was designed to foster and perpetuate.—*Francis F. Browne*.

FIN DE SIECLE ADVERTISING.

A famous detective who "wanted" his man, Thought to advertise for him was best, And the criminal, seeing the ad, quickly ran And placed himself under arrest!

TO KEEP your name before the public eye,
To keep in touch with what the public need,
Has proved unfailing wisdom days gone by,
And is the secret of the men who lead.

COLUMBUS, OHIO, ITEMS.

By Lewis Harrison.

The Ashtabula *Sentinel* of recent date comes forward with the latest thing in unique advertisements. Filling a seven square space, single column, the ad is headed "New Business." An old-fashioned cut of a lounge is directly under the heading and then the advertisement reads as follows: "Upholstering at hard time prices. Couches and parlor work repaired as good as new. Old lounges repaired with new springs and heavy tapestry cover for \$3.75. Brussels carpet \$3.75 and other work in proportion. I have rented Miss Down's storeroom, north of post-office, where I will place some new work for the coming trade. Lounges, chairs, couches, etc., upholstered rockers with arms, \$4; large ever stuffed easy rocker, picture moldings which I can frame for you at reduced prices. Also make buggy and cutter cushions to order. Undertaking—I will soon add the undertaking business and will have a full line of undertaking stock, a good hearse, and will make reasonable prices. I have had an experience of four years in the employ of Z. R. Fitch. W. F. Redebauch."

The Columbus Toboggan Company have revived certain features in the advertising of their toboggan slide, that have been employed in other cities. When they started operations, inch advertisements were inserted in all the local newspapers and readers were also used. During the following week a toboggan drawn by a horse was driven around the city through the principal streets. On each side of the horse hung banner signs referring to the slide and its location on North High street. On a board platform on the horse's back a big dog was fastened. The driver wore an Indian suit with feathers, etc. The whole contrivance created enthusiasm and everybody talked and laughed about the way of bringing the toboggan slide to the attention of the people. The next week a man dressed in an Indian suit walked the streets with a big toboggan tied to his back, and bearing the sign: "Evening parties in vogue at the toboggan slide." He passed out handbills to all who would accept. The company now have a boy walking around wearing a lion's head. No one in the street can pass the object without turning to read the sign in big letters: "Go to the toboggan slide tonight." During all the time judicious advertising was done in the newspapers. Readers scattered among the amusement notices of the theaters were very effective. Another way of advertising was by inviting the members of the city council and the newspaper men of the city press to take rides. A large notice in the papers the following day was the natural result of these invitations. The success of the Columbus Toboggan Slide is assured.

There is a firm north of the viaduct in this city who are indulging in a scheme of advertising of the success of which I have grave doubts. They are quite large dealers in carpets, furniture and other house furnishing goods. Last week they fitted up one of their furniture vans with huge rolls of carpets, etc., with the price on each roll and article. Over the top a large sign was stretched about the big reduction in all departments of their store. Well, this wagon started out jingling cowbells and fairly fluttering with red and green signs. At the time the coruscating object passed I was talking with a man who has been in the advertising business all his life.

I asked, "What do you think of that way of advertising?" "Well," he said, "it is a cheap way, and then again it is a dear way." To my inquiry for an explanation, he said it was cheap for the simple reason that everybody knows a firm that was selling goods so cheap would not be able to spare their best and largest wagon for the purpose of advertising in the above manner. Then people knew that no first-class house would take such a seemingly cheap method of bringing their goods before the public. It is dear, because the rolls of carpet and other articles could not escape damage in their travels through the streets.

Advertising in church papers has always been to my mind a good investment. I refer more particularly to the little papers published once a month in the city churches under the auspices of the Epworth League Christian Endeavor, the Sunday School and other young people's societies or enterprises. If well edited and containing newsy notices of people of the church and their doings, such paper will in many cases be preserved. It is certainly a fact that they go into the homes and, moreover, are looked at by every one in the family. Their advertisements must be read more carefully than those in a regular newspaper, for the home folks realize that the welcome visitor only survives through its advertising patronage. This fact, however, does not seem to be recognized by the merchants of this city. They either give their small space as a matter of courtesy or possibly because the slight expenditure will be the means of keeping alive a paper for a good cause. The rates are very low, in fact a merchant can easily buy a page of 12 x 4 for the small sum of \$8. Some time ago a sheet containing nothing but advertisements was started by several firms in the northern portion of this city. It was issued regularly at stated intervals and left at the doors of all residences in the locality. It never paid the advertisers, for the reason that no one read it. There was no reading matter. I know of many instances when copies were placed on the door knob and the ladies coming to the door would hasten to place the obnoxious article in the fire. The little church paper is cheaper and its rates and results are more beneficial. All credit to the little church monthly.

COLUMBUS, O., Feb. 15, 1895.



THE CO-OPERATIVES.

A FEW WORDS WITH "MINE HOST."

"Mine host"—the genial boniface of song and story—I address you on a new theme. When you left the old-style tavern for a modern hotel you changed most of your ancient ways. I think you should have advanced in advertising; but your sign is, as of yore, your principal advertisement. For I do not believe worthy of that name the worthless blotters, calendars and other schemes of the watchful, glib-tongued fakir.

The modern hotel-keepers are of two classes. He of the great city hostelry and his brother of the summer and winter resorts. The city hotel depends on drummers or others whose business brings them on regular visits, together with the transient trade visiting or passing through the city. These hotels must also cater to local patronage which supports its dining rooms, billiard rooms, etc.

Trade of the first class can be secured most easily by magazine advertising. The traveling trade is apt to kill time on the rail by reading the various magazines sold by the train boy. You will find the popular magazines, *Munsell's*, *Godey's*, *Peterson's* and *Argosy*, reach them better than the "Big Four." But the best mediums for reaching drummers and men of leisure are the comic papers. *Life*, *Judge*, *Puck* and *Town Topics* reach a class of people which is the source of much patronage for a hotel. They are read principally on railroads, "L" roads, teamers, in depots and in clubs. They are the hotel proprietors' peculiar field, for they reach his patrons. The people who are traveling towards your city will find your ad in them. Another item is worth knowing. Whenever a big public event is to take place in your city be sure to catch some of the trade which will visit it by advertising in some medium that will reach the particular people who are interested in this event.

Vigorous small ads in your local paper—models very suitable are found in the "Advertising for Retailers" in every issue of **PRINTERS' INK**—will attract the local trade. See what a trade the French restaurants get—small ads of their table d'hôte dinners in New York papers do the business.

The other class of hotels comprises the summer and winter resorts. These are patronized by seekers for health or pleasure, and in mediums reaching the family their ads should be placed; magazine advertising, though of a different class, will pay them. *The Century*, *Harper's*, *Cosmopolitan* and *Scribner's* reach people in every section and though their rates are high will pay the advertiser. *Town Topics* and *Vogue* are also good. I think summer resorts would do well to patronize the comic weeklies also, for they are usually full of warm weather reading, which makes the ad seem appropriately placed. The hotel which will use discreetly a small space in the nearest metropolitan paper catering to a circulation among refined and well to do people will find itself well paid.

If every hotel manager would keep posted on modern advertising there would be less complaint of "hard times." It is strange that they are so long finding out what other business men knew long ago. Make your ads attractive, for an unattractive ad excites barely the passing interest of disgust.

As I said before "Advertising for Retailers," in fact every department of **PRINTERS' INK**, is very suggestive to an advertiser of this class.

W. J.

Will people ever realize
What good it does to advertise?

O. I. C. ON THE HOTEL BUSINESS.

HOW HOTEL MEN SHOULD ADVERTISE. WHY THEY SHOULD SUBSCRIBE FOR **PRINTERS' INK**.

If you keep a hotel in a mercantile community, advertise in all or at least the leading mercantile dailies of the cities furnishing the bulk of your patronage. You should also advertise in the papers of the principal trades having a center in your locality. Advertise also in the organs of the trades which send the most commercial travelers to your section. If you wish to obtain the patronage of theatrical companies advertise in the leading theatrical journals.

If a convention, political or social, is to be held in your town, advertise in the organs of the party or fraternity it represents. If your hotel is a quiet "temperance" hotel, advertise in the church and temperance papers. If it is located near a good turnpike, advertise in cycling journals. If it is situated in a sporting region, use sporting journals. If it is a summer resort, use church, fashion and college journals, magazines and dailies of cities from which the bulk of the resort visitors come. If your town is the seat of the County Courts, then you might employ legal journals to advantage. Other mediums which might prove successful are railroad guides, summer excursion books and circulars addressed to homes taken from lists of arrivals at other establishments. As to the style of your advertisement, give the reasons for your hotel being preferable to others, with a particular view to the constituency you are addressing, as for instance, in a church journal "no bar," "two blocks from the Methodist Church," or whatever denomination the paper represents. State rates; always include all extras so there will be no disappointments afterward. Hotel advertising is such a complicated subject that it requires expert treatment and you should therefore endeavor to become expert yourself. For this reason read and subscribe to **PRINTERS' INK** and remember that if you study the comfort of your guests and desire to please the mercantile class, **PRINTERS' INK** is an essential in your reading-room. As for free advertising you can obtain it from the papers you advertise in, by sending them lists of arrivals at your hotel, also accounts of events taking place there.

O. I. C.



A MISUNDERSTANDING.

Countryman—Guess I'd like to have a sandwich, man.
Hotel-keeper—We don't use sandwich men—advertise only in the newspapers!

A PILOT.

A pilot makes a study of the constantly changing conditions of the elements. He notes the currents, how they turn and return; the tides as they ebb and flow. He fathoms the depths as they shoal and deepen; the bar as it makes and unmakes; and he watches the winds as they rage and calm.

PRINTERS' INK is a pilot for the waters of advertising.

PRINTERS' INK studies the constantly changing conditions of advertising. Gathers together the markings, and measurings that show perils to be avoided, and buoys out the safe and certain channels.

Subscribe for PRINTERS' INK and let this little advertising pilot chart out the perils that you might find only to your own wrecking. Annual subscription, \$2.00.

E. L. SMITH.

ANOTHER VIEW OF IT.

By Arthur Levy.

There are so many hotels, appealing to such widely different classes of patronage, that what might be written of one would scarcely apply to the others. Let us then make two natural divisions of hotels, namely: Hotels that depend principally upon commercial trade, and resort hotels, some without competition. The first have the advantage of three hundred and sixty-five full days' business every year. They are scattered from one end of this broad land to the other. How are they to make their advantages known to the public? Through the medium of the newspapers? I should say "no." Will the magazines or illustrated weeklies be more satisfactory? Possibly. The traveling man is a great reader. In the office of the hotel in the evening, in the privacy of his room at night, or during the many hours spent on the train, he welcomes the large print of the periodicals, and generally reads them from cover to cover. It is the trade paper that will prove the best medium for the hotel dependent upon the business man for its support. There is no question that above all others it is the paper to which the greatest amount of time, attention and study is given, by the business man. It is devoted entirely to him, and he to it. Let a hotel advertise in the trade papers, let its merits and attractions be set forth in well-written advertisements, in which it is mentioned that a file of the paper the ad appears in will always be found in the reading-room, and the business man will close his eyes to many faults of rooms, tables and service, feeling recompensed by the pleasure of reading the paper that informs him of what is going on in his business sphere. I know of a hotel in a city where there are eight others, at which every shoe drummer that comes to the place stops, simply because it is known that the boot and shoe papers are always on file there.

In the case of the resort hotel, without competition, it is clearly evident that the hotel man must make the resort itself, and not the hotel, the leading feature of the advertisement. As the proprietor of the one, however, is in nearly every instance the proprietor of the other, he neither injures himself by so doing, nor gratuitously advertises some one else.

The resort hotel, which has competition, must not entirely ignore the question of advertising the resort, but it should give more prominence to its own individuality. Some people know that other hotels are there, but a great many do not, and some have probably never even heard of the place. If the hotel

be an imposing one it is a popular and a very good idea to use a cut of the place, and if this be done the name of the hotel should by all means be the display line of the "ad."

I will not attempt to discuss the many novelties used by some hotels to advertise themselves—grip-tags, match-boxes, etc. No doubt these little gifts may help to retain the good-will of the patron, but they surely do not favorably influence new trade. The hotel that conducts its business on business principles, that lives up to the letter of its agreements, that gives accommodations consistent with the prices charged, that is kept thoroughly neat and clean in every particular, that has polite and accommodating clerks and servants, will not need to make presents, however trifling, to its guests, in order to keep their good-will and patronage. A great many of our large hotels advertise extensively by placing large pictures of their buildings in the various hotels throughout the country. I question very much whether this pays in proportion to the outlay.

EFFECTIVE ADVERTISING.

By E. L. Smith.

Advertising, the effective and successful kind of advertising, is somewhat like the successful and effective kind of courting.

The bright, young fellow who picks out a particularly pretty and attractive sort of girl and then sets about winning her for his wife, does just what the successful advertiser is prone to do in winning the patronage of the capricious public.

The young fellow doesn't go to see the object of his affection, and stop all day long; neither does the successful advertiser bombard the public with whole pages, all the time, for both are tiresome ways to act.

Neither will a young man send his sweetheart a bushel basket full of roses at one time; nor the successful advertiser put all of his inducements to the public, for their patronage, into one advertisement.

The young man will not send the woman of his choice bonbons by the hundred weight; scarcely less will the successful advertiser fail to change his advertisement in every necessary manner, as often as it needs freshening. The young man does not take the girl to the theater every evening and the two matinees in the week; so the successful advertiser guards against putting all his arguments in a single advertisement; for an advertisement, like an argument, worn threadbare, is cloying and not convincing.

The young man, as has been said, don't do all these things in one week, and then stay away for a month, to see how much of an impression he has made on the young woman as to his qualifications for building a home; and even less does the aforesaid successful advertiser throw his money into spasmodic advertising and expect to see it flow back a hundredfold.

Oh, no. The young man, the wise young man, does not call oftener than seven nights in the week, including Sunday.

He carries just enough choice, fresh roses to make her, lacking surfeit, long for more. Bonbons so few and so delicate, that she looks for his coming nor ever reasons why. And as to the theater—he longs for the best plays only, knowing that the good plays come seldom and are a treat indeed. And he will not let up on this programme until she is his wife, if he has to serve seven years for her; so should the advertiser plan to make his campaign a steady siege until he has compelled the public to recognize his aim, and by patronizing him, to fulfill that aim.

A LESSON IN LATIN.

A little boy came home from school with puzzled look one day—
He was thinking of a phrase that he had heard his teacher say.
And he turned the three words over until after supper time,
And somehow thought their meaning must be something most sublime.
So when his father went upstairs, the urchin walked behind,
Determined the full meaning of those mystic words to find.
And he anxiously began with, "Papa, dear, I'd like to know
What means that queer expression known as

Quid Pro Quo?

The father was a newspaper proprietor, and smiled.
The question seemed an odd one to proceed from such a child.
He stretched back in his easy chair before he made reply,
And wondered how to best express the meaning he could try.
His theory in teaching was that we could educate
A pupil best if meanings we would simply illustrate.
So he said, "Just pay attention, and I'll put before you, Joe,
An illustrated instance of a

Quid Pro Quo!

"Suppose that I'm an advertising manager of—soaps
And solicited by publishers who claim to 'know the ropes,'
And just suppose that I've a little paper of my own,
And naturally want it filled with paying ads alone.
What's the result? The publishers may think my paper poor,
But still, there's that big contract they're so wishful to secure!
If of soap advertising they should ever get a show,
Their ads go in my paper—that's a

Quid Pro Quo!

J. C. GRAHAM.

It is politic for a good hotel to have civil service.

THE hotel man may want a position at the top, but his guests do not.

PRINTERS' ink is the elevator that will raise a hotel man to the top floor.

THE hotel man who does not advertise may soon find himself "in the soup."

In Mr. Henry Bright's new edition of the Special Agents' Directory there are 396 papers represented.

THE name of a hotel constantly in the public eye gives the public mind a natural bent in that hotel's direction.

A PAPER without known circulation should be looked on with as much suspicion as an unknown traveler without baggage.

If your hotel has a trade-mark title, a crest, or anything distinctive, use it constantly in your ads, provided, of course, it is something attractive.

PLACE a good spread before your guest—a clean spread over him: *spread* the advantages you offer before the public in the most popular *sheets* and success is yours.

MANY vacant rooms in a hotel give evidence of room for improvement in its management. Moral: Read PRINTERS' INK, learn how to advertise and then keep at it.

"FAINT heart ne'er won fair lady" and "You can't catch fish without fishing for them" are two truisms that apply to the hotel man who hesitates about advertising.

THE hotel man cannot treat the newspaper man too well, because the well treated newspaper man can create, and often does create, a public yearning to be treated in the same way by the same hotel.

CHARGE up all the free advertising newspapers have given hotels against all the free entertainment hotels have given newspaper men and the ratio of comparison will be about 100,000 to 1 in favor of the newspapers.

ADVERTISING men use hotels—eat in them, sleep in them—but they admit they don't know how to run them as well as the hotel men do. That's why they don't undertake to do their own hotel running. But any one thinks he can advertise his business successfully, hotel men included.

THE hotel man who advertises, or wants to, has more in his favor than any other class of business men, not excluding the theatrical profession. He can always secure plenty of free but very valuable advertising on the slightest pretext, if he will give the papers ever so little of his paid advertising.

THE advertising business is just as much a separate and distinct pursuit, requiring expert knowledge, as the hotel business is, and the hotel man who can do his own advertising as well as an advertising man could is almost as rare as an advertising man who could run a hotel successfully as a branch of his advertising business.

"If I advertise in your paper I will have to advertise in every other one" is a statement very often heard by solicitors. A Chicago publisher says that this is about as senseless an argument as could possibly be offered. He insists that a man should advertise in the paper that gives him the worth of his money.

A COPY of PRINTERS' INK is always seized upon with avidity by business men. They know they will learn something from its pages. It is more than a trade journal, it is a journal for every trade; it is a standard publication and may now be found in all first-class reading-rooms; therefore it is as essential that a copy of PRINTERS' INK should be on file in the hotel reading-room as that the latest edition of the dailies should be there.

Every one can get some good from PRINTERS' INK; and as representatives of every class frequent hotel reading-rooms at hotels, they should be privileged to consult the business men's favorite friend and instructor, the Little Schoolmaster.

If the hotel man be so egotistical as to think he can get along without advice he should never read PRINTERS' INK; but he should grant the privilege to his patrons, and will exhibit his wisdom in keeping one, two or more copies of the current numbers on file at all times.

C. W. D.

"HOLD YOUR KNIFE FLAT."

"Excuse me, my dear," said the nice old lady in the next seat, leaning forward as she touched the girl, "excuse me, but hold your knife flat."

The girl had been trying to cut an item out of a newspaper with a pen-knife, and the blade, which was not very keen-edged, had made a jagged rent here and crooked gash that way, and had finally come to a stop in a tangle of wrinkled paper. It was at this moment that the old lady had told the girl to hold her knife flat.

The girl colored as she felt the touch on her arm, but on glancing round and seeing the pretty gray curls, and the pleasant eyes behind the gold-rimmed spectacles, the blush was lost in a smile.

"I don't quite understand," she said.

"Then let me show you, my dear," said the nice old lady. "Let me have the paper and knife for a moment. Now we'll suppose that this is the piece you wish to cut out. First make a little downward jab with the point of the knife alongside the column mark so. Then put in the blade so, holding the handle of the knife as flat against the paper as you can conveniently get it. You will find now that although this blade is dreadfully dull, you can cut straight down the whole length of the paragraph. Then bring the knife blade cleanly around the bottom, carry it up the side and finish along the top, and there you have the scrap easily cut out and without a tear or a break. Just try yourself, now."

The girl took up her cutting out work where she had left it off, and soon had the paragraph loose in her hand and with quite a true edge to it.

"It's about a friend of mine getting married," said the girl, making a little wad of the item and tucking it into her purse.

"That's all right," said the nice old lady, "we've all got to come to it some day, my dear, or all hope to, anyway. Here's your knife."

"Thank you, and thank you for showing me how to use it," said the girl.

"Don't mention it, my dear," said the nice old lady, "although, as my grandson says, 'It's a trick worth knowing.' And I may just as well tell you that no matter if your knife were as keen as a razor or dull as—well, dull as this—you can always cut out a piece from a newspaper with neatness and dispatch by keeping the blade flat."—*N. Y. Sun.*

SENSATIONAL WINDOW DISPLAY.

One of the most studious and conservative men in the retail ranks of this country, albeit one of the most progressive and successful, gives as his opinion that where a store is doing a really fine grade trade with a high class of people, the sensational window does more harm than good; that is to say, the window which covers the sidewalk, and makes a crowd, often obstructs the doorway, so that the customers who want to spend money, and not to look at a display, cannot get in without annoyance.—*Tobacco.*

AND EVERY WORD OF IT IS TRUE.

What PRINTERS' INK said about *Progress'* special anniversary number:

—*Progress.*

A CONSTANT ad makes its influence known,
As continual dropping wears the stone.

SUGGESTIONS FOR THE AD-SMITH.

Writing advertisements is one of the highest of all literary arts. No part of literary work taxes the physical and mental powers as advertisement writing.

But the writer should have a room, a foundry, a place where he can be alone to think. Where he will be undisturbed by clerks, by the drummer, beggar, crank, or by a brother writer or literary simpleton or flatterer. A room where he can read, and smoke, and talk, and sing to himself all unseen, where he can leave things and return to them at leisure to find them just as he left them. A place where he can have plenty of pigeon holes, where mental chips and newspaper clippings may be thrust and found at will. A supplementary place he should also have, where half-born ideas may be left to finish out at some future time.

It should not be a gilded parlor or a frescoed office. A room in the attic or the remote part of some building will do, where a good writing table and plenty of material, in the form of pens, ink, paper and books, may be reached at a moment's notice. Remember that in a room like that you can invent, and what you invent in the shape of advertisements will take form where it is quiet, and where you can be alone.

An advertisement should not be an intellectual doll, dressed up in high-sounding rhetoric, but something to attract the eye and make the mind thrill and fascinate the attention of the reader. An advertisement writer should read anything and everything that is bright. No matter how good a reputation a man may have at writing advertisements, if he doesn't fill his brain as fast as he empties it there soon will be nothing left.—*Business.*

BOOKLETS.

Carey & Sides, the credit clothiers of the Bowery, New York, have just placed one of the largest orders for booklets on record. They have contracted with Sackett & Wilhelms, of New York, for 600,000 copies of a sixteen-page illustrated catalogue for local distribution.

"We shall send out 200,000 of these by mail," said Mr. Carey to a PRINTERS' INK reporter, "and deliver the rest in New York and Brooklyn by a dozen men."

"Where do you get your names for mailing?"

"From the directory. We have used this method successfully as auxiliary to our newspaper advertising for several years."

"Is it to be inferred from your large order that you look for better times?"

"Not especially. Times will be somewhat better this spring than last, but I do not look for a decided improvement till fall. But that does not affect our advertising; we need advertising and need clothing just as much in hard times as good times. We have advertised with unabated appropriations and unabated success right through the two years of financial depression and we shall do as much or more this spring."

STANDING at a certain point on the Brooklyn Bridge and looking toward New York, one may count twenty-eight mammoth signs of "Castoria" painted on roof-tops and walls. Almost every stranger who comes to New York walks across the Brooklyn Bridge and the most vivid impression he carries away is the name of the remedy at which "children cry."

HOTEL ADVERTISING.

Office of "PIONEER." }
MANDAN, N. Dak., March 8, 1895. }

Editor of PRINTERS' INK:

While I was looking over the "Little Schoolmaster" and saw the editorial paragraph stating that somebody had gone to Europe to induce European hotel-keepers to advertise in leading Western newspapers, I wondered why somebody in the Eastern part of this country would not induce New York hotel-keepers to advertise. Every year or so I make a trip to New York, and my wife comes too. For years we have stopped at one hotel. It is large and comfortable, we feel at home there, and one reason why we go there is, probably, because that hotel used to advertise very generally throughout the country. At the same time I realize that since I first began to visit New York from the West—more than half a decade ago—there have sprung up many new hotels, some of which perhaps are much finer in fittings, cuisine, and general conveniences than the hotel that we continue to visit, and may be some of these fine, new hotels charge no higher prices than we pay. Occasionally, it is true, some such hotel as the Majestic takes it into its head to do some spasmodic advertising in the Western papers. You see a cut of the hotel and some details concerning it for a few days, and then the advertising is dropped. But in these spasmodic efforts there is nothing but the most general advertising. Prices are not given.

I believe that the average hotel-keeper in New York is about where the average general store-keeper is in the back-woods town. This style of a store-keeper notifies the public, through the local paper, that he has a full and complete stock of all kinds of general merchandise which he is selling at reduced prices for cash. There he stops. That sort of an advertisement runs for months without change, except as a mailer or planer may change it by striking off a few letters at the end of the lines. I don't expect the New York hotel men to make a specialty to-day of rooms with baths, and to-morrow of rooms with south fronts. I don't want them to try to get up striking bargains. But I do want to know in their advertisements what their rooms cost on the European and American plans; what their rooms with bath go at, and what street car or elevated car lines go past their doors or near thereto. I look in vain for such information in the New York City papers, and so I keep on going to the old hotel, when if I got started to another hotel I might transfer my trade; and besides the new hotel might be such a revelation to me that I might come to New York oftener. It looks very much to me as though there was an advertising field for the hotel man that is uncultivated so far, and that field is the daily and weekly press of the metropolis and the West.

R. M. TUTTLE.

WHY ONE PUBLISHER SUBSCRIBES.

RETTIG & LUCAS, }
"PLATTE COUNTY ARGUS"
PRINTING OFFICE. }

PLATTE CITY, Mo., March 4, 1895.

Editor of PRINTERS' INK:

One reason why publishers should subscribe for PRINTERS' INK for themselves and for advertisers is that they can influence patronage with it. We are so near Leavenworth, Kansas City and St. Joseph that business men—the best ones—of all those cities patronize the *Argus*. I use some extra PRINTERS' INKS on every trip. I think they

have caused several good ads to be inserted in the *Argus*. At one store the advertising manager said to me:

"Yes, I will advertise in Platte County. I have selected your paper. I do not know that it has a larger circulation than any other Platte County paper, but it is the progressive paper of that county, and, if it has not, soon will have. I know this, among other reasons, because you hand out extra copies of PRINTERS' INK."

We have a contract now to run for this house, in 1895, at least 375 inches. Does any publisher need a better reason why he should subscribe for PRINTERS' INK than to know it influences the biggest advertisers in a city like Kansas City to place business with him? That is hard enough argument for me. Don't care to be knocked down. EMIL E. RETTIG.

"THE HUSTLER."

RUSHVILLE, Ind., March 8, 1895.

Editor of PRINTERS' INK:

I consider the following the best six newspapers, viz.: The Chicago *Herald*, the New York *World*, the Chicago *Record*, the San Francisco *Chronicle*, the St. Louis *Republic* and Louisville *Courier-Journal*.

MARTIN LYNCH.

A GOOD DEAL OF INFLUENCE NEEDED.

THE BEN FRANKLIN CO.,
Henry R. Boss, Secretary.
CHICAGO, March 1, 1895. }

Editor of PRINTERS' INK:

The inclosed letter may, perhaps, shed some light on the question of admission of periodicals to the mails. We did not pay the \$100 as suggested. The letter, however, is a peculiar commentary on the methods of the Post-Office Department. Yours truly,

THE BEN FRANKLIN CO.

WASHINGTON, D. C., U.S.A., Oct. 8, 1894.
918 F Street, N.W. }

Agents, Bates, Hendy & Co., London.
Representing International Bureau of
Technique, Cologne.

The Ben Franklin Co., 232 Irving avenue,
Chicago, Ill.:

GENTLEMEN—We have received the specimen copy of the Proof-Sheet, and we notice a one-cent stamp on the wrapper, from which we infer that you have not yet succeeded in securing entrance in the mails as second-class matter. As we have had a good deal of experience in securing this desired privilege for trade papers, we will be pleased to serve you in this respect. We will undertake to obtain for you a second-class rating, for the fee of \$100, which is the amount usually paid to us in cases of this kind. In view of the fact that a good deal of effort and influence is to be expended, for which we receive no compensation unless we succeed, this fee would not appear to be an unreasonable one. We will be pleased to hear from you by early mail. We have the honor to be,

Very faithfully yours,
ASSOCIATED TRADE AND INDUSTRIAL PRESS.

FUNNY BUT NOT NEW.

ANACONDA, Mont., March 1, 1895.

Editor of PRINTERS' INK:

I noticed a rather unique advertisement the other day of a shoemaker occupying a little store about 1003, on Broadway in Butte City, Montana. He had a sandwich board on the sidewalk in front of his place with "Soles saved inside by Mack" on one side, and on the other "Mack's Boot & Shoe Infirmary."

Yours truly, W. E. BOND.

IN THE LIGHT OF THE MOON.

THE JAS. A. TEDFORD
ADVERTISING CO.
DENVER, Col., March 2, 1895.

Editor of PRINTERS' INK:

Inclosed I send you a want advertisement clipped from the Moberly (Mo.) *Democrat*. I think whoever wrote it was himself born an ad-smith and has missed his calling.

WANTED—A man born in the light of the moon with a small family to do dairy work. Apply to R. S. Costes.

O. P. TEDFORD.

STUDIES IT CAREFULLY.

S. WIENER & SON, Trade Winners
in Modern Clothing, Hats,
Shoes and Furnishings.

SOUTH WHITNEY, Ind., March 5, 1895.

Editor of PRINTERS' INK:

Inclosed find subscription for PRINTERS' INK beginning with the first issue in March for one year. We have taken your valued paper for years and study each issue very carefully.

S. WIENER & SON,
Per Chas. M. Wiener.

AN INEXPENSIVE BUT EXQUISITE MENTAL TREAT.

CLEVELAND, O., March 5, 1895.

Editor of PRINTERS' INK:

I have been a diligent reader of PRINTERS' INK for several years, having had it sent to my business address in Buffalo, N. Y.

Removing, I neglected to have it changed to my present address in Cleveland, O. I went to Buffalo a few days ago and found quite a pile of PRINTERS' INKS awaiting me, having been read and preserved by the present occupants. I have brought them with me to Cleveland, and nothing in many years has given me more pleasure than going over the lot.

Thankfully yours,
PAUL H. BABCOCK.

A BLACKSMITH'S AD.

WEST SUPERIOR, Wis., March 2, 1895.

Editor of PRINTERS' INK:

The inclosed clipping is from the Sparta *Herald*, February 26, 1895:

T. L. Phillips, the popular blacksmith, has returned to Fred. Herbst's shop, and tells the public about it in a card published in this paper.

A Card to the Public.

"No place like home."

After an absence of 25 years and passing through a varied experience, often of trial and bitterness, I have returned to Mr. Fred. Herbst's shop, where I shall be at your service from the 1st of March, 1895.

Now, my friends, do come and see me,
Do, for your horse's sake;
I shall always treat you kindly,
And you know great care I'll take
With your lame and interfering;
I shall fix them all to go.
If you want good work in shoeing,
Call, and you will find it so.

Thanking you for the past favors and trusting for a portion of your patronage in the future, I remain,
T. L. PHILLIPS.

E. W. HARNEY, 2210 John Ave.

OUR POST-OFFICE DEPARTMENT.

BEAVER CITY, Neb., March 7, 1895.

Editor of PRINTERS' INK:

I send you herewith a circular of the Grand Island, Neb., Business College, which is entered at the Grand Island post-office as second-class matter. I also inclose the envelope in which it came. The "periodical" has not a line in it that is not an advertisement of the above college. You will also notice that in the sub-head appears the information that its distribution is free.

Respectfully, F. N. MERWIN.

P. S.—I learn that the postmaster of this place sent a copy of the circular to the Post-Office Department with a statement of the facts, but that no attention was paid to his communication.

A SHOEMAN'S PUN.

POUGHKEEPSIE, N. Y., March 5, 1895.

Editor of PRINTERS' INK:

A shoe firm of this city has the following drawing and printing on their wrapping paper. Would it not make a good ad?



J. J. BAMBERGER.

DIFFERENT.

BUFFALO, N. Y., March 5, 1895.

Editor of PRINTERS' INK:

I inclose two ads prepared by one of our live builders here. The first one appeared March 3 and the second March 10. They have excited much comment and favorable criticism here because they are so different from anything else in the paper.

Have you ever stopped to ask
Of your neighbors or
Friends, how it is that—
Even when times were dull—
Lyle Arvidson boomed,
Leaving other property in the shade?
Enter: The Co. Bank Building,
Room 96—for satisfactory information.



E. D. HOFELLER

L E O F O A O V E
E S U F R S C M E A D
G T S E S Y A E T A D
A R E R A T O V T
W A S E L E P B W
T B A U E R D C O I
& L R O M O A D S
E E N S N R V I



Yours, C. F. ALWARD.

THE BIG SIX.

THE LAWYERS' CO-OPERATIVE
PUBLISHING COMPANY.

ROCHESTER, N. Y., March 6, 1895.

Editor of PRINTERS' INK:

I infer your inquiry and invitation to name best daily mediums in United States refers to their use for some such standard article of universal necessity and recognized worth, e. g., Ripans Tabules. I would name, 1, New York *Sun* (best paper in the U. S.); 2, San Francisco *Examiner*; 3, St. Louis *Republic* (from their ads in PRINTERS' INK); 4, Chicago *Tribune* (respectability); 5, Washington *Star* (character of circulation); 6, Philadelphia *Item* (perhaps).

J. S. BRIGGS.

IN BOSTON.

BOSTON, Mass., March 8, 1895.

Editor of PRINTERS' INK:

I have noticed lately a few exceptional advertising displays. A sewing machine agency on Tremont street has had the words "The New Home" painted on the sides of a large and handsome gray deerhound. As he runs about he gets much attention from the ladies.

A restaurant near the southern depots has a bevy of quail in the window. A covert of spruce branches has led one of them to nesting, and the little brown eggs are a sight.

Another restaurant has a large tray in the window holding an entire "course dinner." The dishes of food are fresh each day, and the window has no other display except a card: "This is what we give you to eat for 35 cts." I stopped to investigate, and every one who passed in five minutes stopped to look and examine. All seemed to be favorably impressed.

E. L. SMITH.

Displayed Advertisements

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

AD DRESSES to let, direct from letters. Good! J. H. GOODWIN, 1315 Broadway, N. Y.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

THE WAVE, San Francisco, Cal., the city, literary and political weekly. E. KATZ, 185-187 World Bldg., New York weekly. **\$13.00** guaranteed.

Printers' Ink for November 28th, 1894.

THE YEAR BOOK ..ISSUE..

Inasmuch as the Post-Office Department will not distribute the interdicted issue of PRINTERS' INK without prepayment of postage, 10 cents a copy, on each separate book, and inasmuch as, on this account, we have fully one thousand copies on hand in excess of those intended for the ordinary demand, this is to make known to interested parties, everywhere, that we will receive and execute orders for this book at 10 cents each or \$10 a hundred, until the edition is exhausted, and will prepay the postage or freight in every case.

Address, with CASH,

PRINTERS' INK,

10 SPRUCE STREET, NEW YORK.

PLAIN, straightforward printing (like PRINTERS' INK, for instance)—that is the kind you want; that is the kind that pays; that is the kind I do. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

FOR \$10.00.

Advertisement.—A publisher wishing to insert a short statement of ten lines or less in the columns with and following the description of his paper, in the American Newspaper Directory for 1895, may do so at the nominal price of ten dollars, which price will include a free copy of the Directory to be sent by express as soon as issued. Ten lines will accommodate sixty words, but a smaller number of words will not be accepted for less than the price named. Additional matter may be inserted at ten cents a word. No display or full-face type can be used. Payments for statements of this sort will be expected by check or post-office order when proof is submitted. For payment, accompanying the original order—\$10 for sixty words or less, and 10 cents extra for each word more than sixty—a discount of 10 per cent may be deducted. All statements of the sort indicated will be set in pearl type (of which this is a specimen), and will be preceded by the word "Advertisement." In this way it will be possible for a publisher, on his own responsibility, to convey any information that he deems important to place before advertisers and other users of the Directory, in addition to that given by the Directory itself. Not very long ago an offer of five thousand dollars was made and refused in one case for a notice similar to this now granted for a nominal sum.

The American Newspaper Directory for 1895 will also offer to publishers of newspapers, who furnish portraits, or pictures, illustrating their newspaper buildings, the privilege of having them inserted in the Directory in connection with the description of the paper at the nominal price of ten dollars, which will include a copy of the book sent free by express, as soon as issued. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. Such a picture may prove a valuable and attractive advertisement. It would appear that a publisher who owns an office building, worthy of illustration, or who desires that his face shall become known to advertisers and others, may wisely avail himself of the privilege here offered. The cut must not exceed one inch in length or in width, and in appearance is subject to the approval of the Editor of the Directory.

Those who take pains to examine issues of the Directory for previous years will find specimen pictures of newspaper establishments. When a newspaper owns an office it is well to let the fact be known; for the prosperous papers are those that advertisers are inclined to think most likely to bring satisfactory returns. Publishers desiring both the announcement and the picture, and but one copy of the Directory, will pay \$18 for the combined service, and 10 cents a word extra for each word more than sixty. Address all communications to AMERICAN NEWSPAPER DIRECTORY, No. 10 Spruce St., New York.



STEREOTYPING need not
deter you from purchasing a
"New Model,"

for we can make ALL the plates and
run the press as well.

Campbell Printing Press & Mfg. Co.,

1 Madison Ave., N. Y.

334 Dearborn St., Chicago.



Moneyed Men Can buy what they want.

Just consider for a minute the small percentage of daily newspaper readers who can afford high-grade goods, compared with the fifteen thousand Massachusetts bankers, merchants, lawyers, builders and real estate men who pay \$5 a year for

The Banker and Tradesman

They have money to spend and invest. They are buyers, every man of them. It is as plain as the multiplication table why the **BANKER AND TRADESMAN** brings better returns than the average "daily" of a hundred thousand circulation.

The **BANKER AND TRADESMAN** does not "circulate" into the waste basket; every week it contains valuable records needed for constant reference, and kept on file. There is certainly money in this paper for you, if you are an advertiser. Shall we send you a copy?

The Banker and Tradesman,
220 Devonshire St., Boston, Mass.

For several months we have been giving you different reasons why you should use

VICKERY & HILL LIST!

After all, the only reason that carries convincing weight is that

Advertisers who have used our papers have found them profitable.

We have abundant proof of this. Our columns are filled with advertisements. It will pay you to write for full particulars.

THE VICKERY & HILL CO., Augusta, Me.

C. E. ELLIS, Special Representative,
517 Temple Court, New York City.

Established 1834

Anzeiger des Westens

Daily, 8 pages.

Sunday, 24 to 32 pages.

Weekly, 12 pages.

The Great German-American paper of the West and Southwest.

The leading, the foremost German Daily of St. Louis—its circulation by far exceeds that of all the others.

THE ANZEIGER DES WESTENS pays more postage for its issue through the mails than any other German paper in St. Louis.

THE ANZEIGER DES WESTENS covers the German field of the West and Southwest.

ANZEIGER ASSOCIATION, PUBLISHERS,
ST. LOUIS.

JOHN SCHROERS, Business Manager.

● EMIL CARO, Advertising Manager.

Important
To
Advertisers

.....

The
Leading
Paper
In
Delaware
Is

The
News..

Published
At
Wilmington

.....

Edgar M. Hoopes
Manager.

R·I·P·A·N·S

FOR

NERVOUS
DYSPEPSIA.

RANDOLPH, Mass.,
Jan. 22, 1895.

I can speak only in praise of "Ripans Tabules." I am troubled by what my physician has called Nervous Dyspepsia. My work, that of a school teacher, often brings on a state of intense nervousness, which prevents digestion and results in severe headaches. I have found that by watching my feelings, and taking a tabule with meals—as I feel myself becoming tired and nervous—I get relief at the time and prevent further trouble. I have derived much benefit during the time I have used them, and do not intend to be without them.

Lucy W. Lewis.

Ripans Tabules: Sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York.

**Never
Doubt**

..Use..

**New England
Magazine.**

WARREN F. KELLOGG,
PUBLISHER,
BOSTON, MASS.

FRANK E. MORRISON,
Special Agent,
NEW YORK. CHICAGO.

CALIFORNIA

is the greatest fruit-growing State in the Union.

SAN JOSE,

called the "Garden City," is in Santa Clara County, the garden spot of the State.

THE

SAN JOSE MERCURY

is the leading daily paper, and completely covers the County, which is larger than the State of Rhode Island.

**Dayton Times
Evening News
Weekly Times-News**

Combined Circulation

14,000 Daily

4,500 Weekly

The leading morning and evening papers in Southwestern Ohio. Rates for advertising are cheaper in proportion to circulation than those of any other Dayton papers.

For further information address
the home office or

H. D. La Coste
38 Park Row
New York

" Any Printing that I have anything to do with will be done by the best printer I know of. This printer is William Johnston, Mgr. Printers' Ink Press, 10 Spruce St., New York.—
Charles Austin Bates.

Womankind

Published by

THE HOSTERMAN PUBLISHING COMPANY,
SPRINGFIELD, OHIO.

GEO. S. BECK, AD MANAGER.



"A dead sure thing"—what a good ad brings
From **WOMANKIND**, fresh and bright ;
For ads are things which on **WOMANKIND** wings
Are certain to fly just right.
They reach mother great in every State ;
They carry your school to her mind ;
They never go late, and always create
A demand for schools of your kind.

**YOU SHOULD ADVERTISE NOW and
ADVERTISE IN "WOMANKIND."**

The Seattle Post-Intelligencer.....

Every intelligent advertiser knows that, in placing new articles on the market and in keeping old ones before the public, the great newspapers of the country are the most effective mediums. This is because they have a large and prosperous constituency, with ample means to supply their wants. The great newspaper of the State of Washington is the **SEATTLE POST-INTELLIGENCER**. It has no rival, no peer, and stands absolutely at the head of the newspaper procession in the great Puget Sound Region.

.....

KNOWN CIRCULATION:

| | | |
|--------------------------|---|--------|
| <i>Daily, Exceeding</i> | = | 14,000 |
| <i>Sunday, Exceeding</i> | = | 15,000 |
| <i>Weekly, Exceeding</i> | = | 15,000 |

.....

A. FRANK RICHARDSON,

Chamber of Commerce,
CHICAGO.

Tribune Building,
NEW YORK.

MADE ITS MARK



Bees are busy little bodies, and **THE OMAHA BEE** is no exception to the rest of the Tribe. It has been busy for nearly a quarter of a century, building up a reputation as a result-getter for advertisers second to none in its field. The testimony of all careful advertisers, who have used its columns, is that it stands unrivaled in its own territory and reaches a class of buyers not reached by any other newspaper or combination of newspapers. This explains its popularity. Its Daily, Sunday and Weekly circulation is far larger than that of any other paper circulating in the State of Nebraska.



Correspondence solicited and the fullest information cheerfully given by

A. FRANK RICHARDSON,

TRIBUNE BUILDING,
NEW YORK.

CHAMBER OF COMMERCE,
CHICAGO.

THE
ST. PAUL
GLOBE

For 1894

Carried 20% more
Foreign Advertising

Than for 1893.

THIS IS A PRETTY GOOD SHOWING FOR
THESE TIMES OF SO-CALLED "DEPRES-
SION." WE KNOW NOTHING OF IT.....

Because it is the Best
Morning Paper in the
Northwest

NEW YORK OFFICE :

No. 517 TEMPLE COURT,
C. E. ELLIS, Manager.

The Cleveland World

is the only one-cent

Republican Daily

in OHIO; Sundays, three cents.

It carries more financial advertising than all other Cleveland papers combined, which attests the high character of its circulation, while its price makes it popular with the masses. It contains from seven to ten columns of paid Want ads daily. It is

Progressive and Reliable.

WORLD PUB. CO.

B. F. Bower,
Vice-Pres. and Treas.

Cleveland, O.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING.

Tribune Building,
New York.

The Rookery,
Chicago.



In
The Pockets
Of Advertisers

is the cash the publisher covets. In
the pockets of advertisers are
copies of

**PRINTERS'
INK.**

It is the pocket-piece of thousands. One week's issue is carried till the next one comes. It deals with the vital part of every business. Every word is read. The man who reads it is an advertiser and when he is reading it, his mind is ready for the reception of information about advertising. Do you know anything that he ought to know?

**CHARLES AUSTIN BATES,
VANDERBILT BUILDING,
NEW YORK**

YOU

Should Subscribe for PRINTERS' INK,

"The Little Schoolmaster in the Art of Advertising."

PRINTERS' INK is a weekly journal which aims to reflect the current thought and indicates the tendencies of the art, science and business of advertising. Its publishers spare no trouble or expense in securing articles from and interviews with the ablest and most experienced and successful advertisers and advertising men of the country. It is recognized as the advertisers' organ, and it is employed by them in the interchange and discussion of ideas and suggestions which may further the interests of advertisers.

PRINTERS' INK aims to supply hints and information interesting and useful to both large and small advertisers. Advertisements deemed worthy of it are from time to time reproduced in its columns and their good and bad points intelligently discussed. The methods of successful advertisers are described and comparisons made of the various results they obtain. Even the oldest and most experienced advertisers secure many valuable suggestions and ideas from a perusal of the articles by the many bright writers who contribute to its pages.

PRINTERS' INK believes that the most profitable form of advertising is that accomplished through the medium of the press, but it nevertheless publishes much interesting matter in regard to other methods of publicity.

PRINTERS' INK is not noted for its bulkiness, its limited size being its special feature, but like some small advertisements, its value is not diminished thereby. Its readers are not under the necessity of searching through a quantity of chaff in order to find a grain of wheat.

PRINTERS' INK relies for support on the subscriptions of advertisers and the advertising patronage of newspaper publishers. It includes among its subscribers the names of practically all the leading advertisers in the United States, and it is the recognized medium through which newspaper publishers may make known the merits of their own mediums to the advertisers of the country.

The subscription price of PRINTERS' INK is \$2 a year. All orders should be addressed to

PRINTERS' INK, 10 SPRUCE ST., NEW YORK.

[From the Street Railway Journal.]

"Carleton & Kissam have lately added to the extensive list of cities in which they control the advertising privileges of the cars, the North Shore Street Railway Company, Chicago, Ill.; Aurora Street Railway Company, Aurora, Ill.; Springfield Consolidated Railway Company, Springfield, Ill.; McKeesport & Reynoldton Passenger Railway Company, McKeesport, Pa.; the Trenton Traction Company, Trenton, N. J. They expect to add several other large cities to their list before long. The recent acquisition of the Brooklyn Elevated Railroad by this well-known firm means a revolution in the present antiquated methods of display now in force, both in Brooklyn and New York. Carleton & Kissam's plans are on a large scale and involve considerable outlay of time and money. The cars are all to be equipped with concave racks holding the largest cards ever placed in racks before, the size being 16 x 24 ins. for the regular single space. The station signs will be improved in appearance and systematized so as to be easily located and understandingly sold to the advertiser. There will be no interruption consequent upon the retiring from business of present lessee, as Carleton & Kissam have purchased the entire equipment and will utilize the station signs to a large extent. Seymour D. Garrett has accepted an engagement as general manager, and with Mr. Kissam in New York to stir up things, business will undoubtedly be good from the start in May. We learn that a number of large contracts have already been made, with more in abeyance. We wish Carleton & Kissam success in their new venture, as they certainly deserve it—being the premiers in street car advertising."

CARLETON & KISSAM,
35 Sands St., Brooklyn.

Postal Telegraph Building, New York.

9,000 Full-Time Cars.

54 Principal Cities.

The Phenomenal Success!

..The..

Chicago Dispatch

OFFICIAL PAPER OF THE
CITY OF CHICAGO,
AND THE OFFICIAL PAPER OF COOK
COUNTY, ILLINOIS.



The DISPATCH has broken all journalistic records and to-day occupies a position among the Chicago afternoon dailies, as to circulation and advertising patronage, that has **never been equaled** save by one other newspaper.

The DISPATCH is a live paper for live readers.



Are You a Live Advertiser?

The Detroit Suns.



ILLUSTRATED.

| | |
|------------------|---------|
| April 7..... | 98,920 |
| April 14..... | 98,632 |
| April 21..... | 99,756 |
| April 28..... | 102,621 |
| May 5..... | 104,002 |
| May 12..... | 101,603 |
| May 19..... | 105,728 |
| May 26..... | 103,824 |
| June 2..... | 102,824 |
| June 9..... | 104,618 |
| June 16..... | 101,982 |
| June 23..... | 92,781 |
| June 30..... | 98,714 |
| July 7..... | 99,728 |
| July 14..... | 92,998 |
| July 21..... | 101,604 |
| July 28..... | 97,728 |
| August 4..... | 95,898 |
| August 11..... | 98,981 |
| August 18..... | 94,628 |
| August 25..... | 92,701 |
| September 1.... | 93,001 |
| September 8.... | 94,718 |
| September 15.... | 84,021 |
| September 22.... | 89,926 |
| September 29.... | 91,763 |

Total.....2,544,700
Average weekly circulation
for the past six months,
97,837.

SUNDAY.

| | |
|------------------|--------|
| April 8..... | 26,528 |
| April 15..... | 25,927 |
| April 22..... | 25,824 |
| April 29..... | 26,927 |
| May 6..... | 27,002 |
| May 13..... | 27,628 |
| May 20..... | 28,212 |
| May 27..... | 27,644 |
| June 3..... | 24,816 |
| June 10..... | 25,718 |
| June 17..... | 22,674 |
| June 24..... | 23,601 |
| July 1..... | 26,823 |
| July 8..... | 24,617 |
| July 15..... | 21,692 |
| July 22..... | 23,818 |
| July 29..... | 25,978 |
| August 5..... | 27,819 |
| August 12..... | 24,332 |
| August 19..... | 25,718 |
| August 26..... | 23,809 |
| September 2.... | 25,819 |
| September 9.... | 22,602 |
| September 16.... | 21,216 |
| September 23.... | 24,781 |
| September 30.... | 24,615 |

Total.....656,140
Average weekly circulation
for the past six months,
25,236.



W. C. BAKER, Business Manager. JOHN BATES, Pressman.

Subscribed and Sworn to before me this 18th day of October, A. D. 1894.

D. A. DELANY, Notary Public, Wayne Co., Mich.

RATES ARE LOW.

New York Advertising Office: - - 517 TEMPLE COURT.

We Are Positive

We used to say "we think we can be of more and better service to you than any other advertising agency."

Now we say "*we can*," no doubt about it. Many advertisers who have completed the circuit of agencies have settled down to do business with us exclusively.

Write to find out why.



Lord & Thomas,

Newspaper and
Magazine Advertising,

45-49 Randolph Street,
CHICAGO.

A Sure Test

One of the shrewdest advertising men in the country once remarked, "show me the paper that carries the largest number of 'Want' and other small ads, and I will show you the best and most widely circulated paper in that town."

The **Evening Star**

has always enjoyed that distinction in Washington, and the quantity and quality of its circulation proves this assertion.


It has more than double the number of small ads of any other paper in Washington, because it is a "home" paper.

It goes into 82½ per cent of the occupied houses of the city, and it is presumed that the 17½ per cent who do not take it at home either buy it on the street or are too poor to afford a daily paper.

New York Representative:

L. R. HAMERSLY,

49 Potter Building.

....The 

St. Louis Chronicle


Will accept advertising upon the
distinct guarantee that its average
daily circulation is greater than
that of all other evening papers in
St. Louis combined. - - -



....The 

St. Louis Chronicle

AVERAGE NET CIRCULATION

 FOR EACH DAY LAST WEEK
 WAS OVER

100,000 Copies.



E. T. PERRY,

MANAGER FOREIGN ADVERTISING,

53 TRIBUNE BUILDING,
 NEW YORK.

503 & 504 BOYCE BUILDING,
 CHICAGO.

MAGAZINE AND TRADE PAPER ADVERTISING

Edited by Walter W. Brett.

In order that this department may not be a one-man view of the question, correspondence, pertinent to the subject, will receive careful attention. Sample ads will be discussed and questions answered.

One of the most attractive ads in the *Clothier and Furnisher* is that of the Stein-Bloch Company, which is re-

The man who writes the Evans & Son Company's ads evidently understands human nature and the successful preparation of advertisements.

One of the best ads that has come to my notice in many moons is that of Chas. M. Higgins & Co., of Brooklyn, N. Y. The ad is badly displayed and



A BUSINESS SUIT

Something to fill in the gap between the formal ceremony and the everyday suit. This Stein-Bloch company is just the thing to make from a London model, and you will find it described in the spring circulars of some of the excellent English tailors. It is a

handy all-round garment, one that will bring to the wearer comfort with dignity. We make them in check, pinstripes and flannels.

Like all that comes from the Stein-Bloch shops, it is better than the average business suit worth \$100.



IS ON IT AND THAT'S SUFFICIENT GUARANTEE

THE STEIN-BLOCH CO.

Tailor Shop:
BROOKLYN, N. Y.

WHOLESALE TAILORS

715-719 BROADWAY, N. Y.

produced herewith. The ad is good in itself, and particularly good by comparison with other ads of big display type and bare claims for superiority. The figure is particularly well drawn and the general complexion of the ad is worthy of commendation.

It would seem that the average manufacturer gunning after trade could get some very excellent points from this ad, both as to argument and general design. I think a neat border would improve the effect.

* * * * *

This month's advertisement of the C. H. Evans & Son Company is exceedingly well done. In the March magazines they have a quarter page in which their ad clinches the fact that their ale contains no drugs or sediment. They strengthen their statement by showing an inverted cut of the bottle. This is an instance of where the illustration makes the ad twice as strong.

"A Jar of Mounting Paste, Please,"

says Inexperienced, and gets what the dealer pleases.

"A Jar of Higgins' Photo-Mounter,"



says Experienced, and gets what pleases him. The difference is in the articles, and the moral is, if you want a *good thing*, ask for it.

Higgins' Photo-Mounter is a beautiful pure white adhesive, delicately scented. Perfectly homogeneous and semi-solid. Unequaled for mounting photographs, textile samples, scrap-book, tissue work and general use.

At Dealers in Photo Supplies, Artists' Materials and Stationery.

A 3-oz. jar prepaid by mail for thirty cents, or circulars free, from

CHAS. M. HIGGINS & CO., Mfrs.

168-172 Eighth St. Brooklyn, N.Y., U.S.A.

doesn't stand out at all well amongst its fellows; but there is so much common sense and logic, in the text, that I believe when it is seen it will sell Higgins' Photo-Mounter.

I don't know that it matters so much about the display and pictures, anyhow; if the talk is right, honest and convincing, the ad will sell goods; fancy type and pictures won't do that.

* * * * *

I am in receipt of pamphlet of ads prepared by Mr. F. P. Shumway, Jr., of Boston. The ads, as a whole, are very well written, but the illustrations which accompany them are very bad.

It is simply another example of a waste of good space. One of the ads represents a farmer prying his wagon out of a mud hole. He has a long lever and nothing to rest the lever upon. They forgot to put in the fulcrum; that makes it ridiculous. Another one of the illustrations represents a shoemaker at his bench and a small boy sitting beside him. This is one of the worst drawings I ever saw. Another ad represents a bear trying to pull a shoe apart. In the background there is a man, or a representation of a man, about to shoot the bear with something that looks like a boy's toy pistol.

I might go on through this book and on each page find the same fault—good argument, good typography spoiled by amateur illustrations.

The ads are all of them of the Bridgeport Elastic Webb Company.

I think if Mr. Shumway would get a better artist and use a little less large type and more argument that the ads would be greatly improved.

The ads look to me as though they had been written to fit the pictures rather than pictures drawn to fit the ads.

The ad of the Garlard Stove Company, in the *Stove and Hardware Reporter*, is but another illustration of all picture and a dearth of plain argument.

The illustration which is shown here-



with attracted my attention. I looked for the argument : I expected to find a

good one and found nothing but the old threadbare claims of bestness and general superiority. Not one word about the detailed goodness of the stoves—nothing about prices—nothing much but picture anyhow. I do not believe the picture, unique as it is, would sell stoves in a thousand years.

The advertisement of the Boston Woven Hose and Rubber Co. is displayed in an unusual way in the magazines. Instead of using a full page they have taken two halves at the top of two opposite pages.

I do not believe that this is good advertising. The matter on the first page doesn't appear to have any connection with the matter on the second page. The closing paragraph of the ad on the first page runs as follows: "It is called the——" Here it stops. You look around a bit and the next line as you read down the page is displayed as Heaven and Hell—a book by Swedenborg. After you discover that Heaven and Hell and bicycle tires don't match very well, you may discover that the ad is continued on the top of the next page.

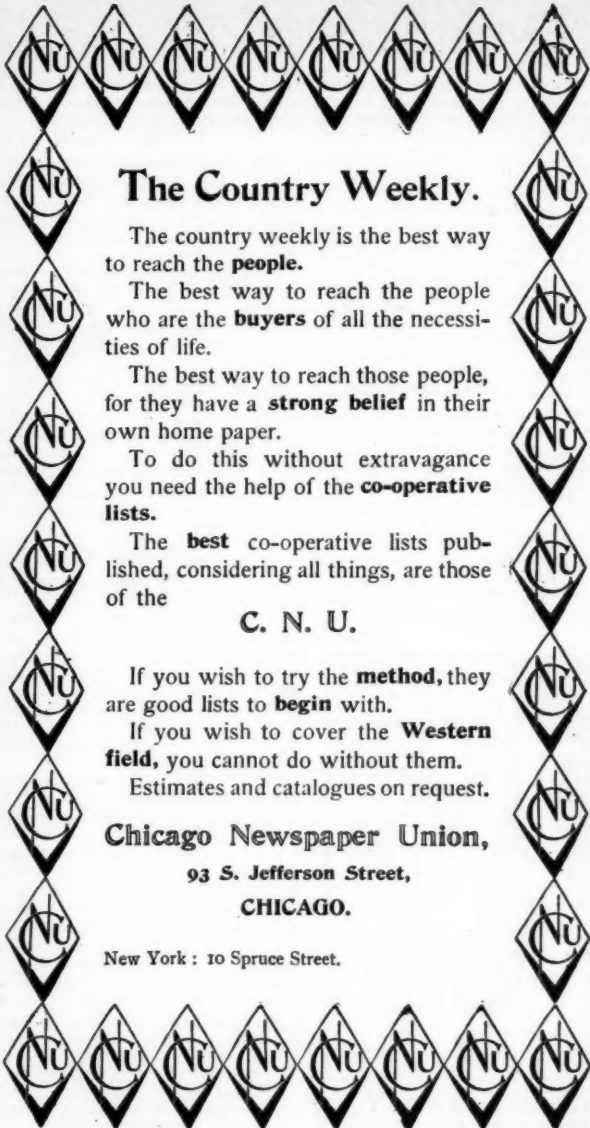
The advertisement of the Benedict Perfect Collar Button is an example of good display and nothing said.

It would seem to me that, of all things that might be talked about and comparisons made which would show advantages, the collar button certainly would be that one subject. If the Benedict Button is a good button, then there must be some reason for it. It would seem to me that I'd tell what that reason was.

I don't believe a salesman would hand this button out to a man with the simple statement that it is a "Perfect Collar Button."

If he couldn't say more than that he'd probably be discharged. The person who writes the ads seems to hold his job well, but he is doing less than the salesman who has nothing to say. He's using a whole lot of valuable space and certainly is not using it to a good advantage. If a thing's good, why not tell why it is good—how it is good, and how economical it is.

THE tradesman whose credit is high
In business will not tell a lie;
His ads are believed
And his fortune achieved,
Or will be, at least, high and high!



The Country Weekly.

The country weekly is the best way to reach the **people**.

The best way to reach the people who are the **buyers** of all the necessities of life.

The best way to reach those people, for they have a **strong belief** in their own home paper.

To do this without extravagance you need the help of the **co-operative lists**.

The **best** co-operative lists published, considering all things, are those of the

C. N. U.

If you wish to try the **method**, they are good lists to **begin** with.

If you wish to cover the **Western field**, you cannot do without them.

Estimates and catalogues on request.

Chicago Newspaper Union,

93 S. Jefferson Street,

CHICAGO.

New York : 10 Spruce Street.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

Mr. Ralph Tilton, advertising manager for Carson, Pirie, Scott & Co. of Chicago, has sent me a number of recently printed booklets as he says "for criticism." Then he says: "The returns from the same have been very successful in every instance."

Now what in the world is the use of criticising something that is successful! From my standpoint, it does not make any difference what a thing looks like, or how it is printed, or what it says, so long as it sells goods. Nobody can have any other than a good opinion of such things. When anybody sends me matter for criticism and says that the matter proved itself perfectly effective, he makes criticism impossible. Once before I said that I thought Mr. Tilton's booklets were stretched out a little bit too much, and that if such a thing were possible they were too well printed.

There is a point of excellence below which no printed matter should go. There is also a point where the expenditure of money is really waste. Let nobody misunderstand me—I believe in good printing. I believe in spending all the money for printing that its objects and uses and possible profitability will justify, but I do not believe in spending fifteen dollars when ten dollars will do just as well.

I would rather take that extra five dollars and put it into newspaper advertising. If anybody has so much money to spend for advertising that they can use an extra five dollars in the papers and another extra five dollars on the printing, and the printing has proven profitable, then I have nothing to say. I do not, however, know of any advertising manager in the country who has all the money he wants to spend for newspaper space. This is particularly true in the department stores where the head of each department is clamoring every day for a "good big space." One of the hardest jobs that an advertising manager has is to make the space at his command satisfy the demands of the

buyers. Each one thinks that his department is being neglected, and unless the ad man is particularly diplomatic, he will have an enemy in every department. *

Detroit, Mich., is a fine, clean, prosperous, wide-awake city. The merchants there are progressive. They are liberal advertisers, and as a rule, judicious advertisers. That they are frequently injudicious is proved by the fact that among the peripatetic advertising "Fakirs" of the country, Detroit is known as a "good town to work."

One of the largest business houses, if not the largest there, is Mabley & Co., whose stores are on both sides of Woodward avenue, occupying thirteen storerooms on one side and nine on the other. The stores are exactly opposite each other, and in the evening present a truly wonderful sight. Mabley & Co. are extremely liberal in the matter of lights, and the street between the two stores is made brilliant by the glare of more arc lights than I have ever cared to count. The company does a business in clothing, merchant tailoring, hats and caps, men's furnishings, boots and shoes, ladies' garments, millinery, ladies' furnishings, crockery and fancy goods. Their principal business, and the original one, I believe, is the selling of ready-made clothing. For a number of years I have known of the writer of the following letter as one of the shrewdest, most practical and most successful advertising managers in the country. The readers of this department will do well to read the letter carefully, and to read it over several times—particularly if they have not been following the lines it lays down.

MABLEY & COMPANY.
DETROIT, Mich., March 1, 1895. }

Publisher of PRINTERS' INK:

DEAR SIR—Under separate inclosure I mail you proofs of a number of ads we have run in the daily newspapers of Detroit during the past three months. In this connection a brief statement of the policy governing our advertising may be pertinent.

First off we seek publicity mainly through

the newspapers. Dailies are used almost exclusively—three long-established religious weeklies and two Sunday publications being the only exceptions. Programmes, directories, hotel registers, guides and other similar schemes we invariably "turn down." Sometimes, when sales specially designed to appeal to workmen are on, we indulge in circulars, passing them to the men as they enter or leave their place of employment. Posters are rarely used by us. Wall, board and fence signs we employ to a limited extent on the main streets of the city, preferring one unusually large one to a dozen small or ordinary in size.

Small slips or booklets advertising timely bargains are inclosed with statements each month and are frequently inclosed with all packages wrapped in our several departments.

Pay envelopes bearing our ads are furnished free to manufacturers. We are thus able to reach the wage-earner when he has money in hand and most inclined to buy.

Special sales, varying in duration from one day to one week, have been in favor with us and successful. A sale in one department invariably attracts extra trade to another and a cut to cost or below on one article or line of merchandise can well be afforded while hundreds of others are being sold simultaneously at a fair margin of profit. The word-of-mouth advertising the patrons of these sales bestow is of no insignificant value.

In our newspaper advertisements we seek to make a plain statement of facts, giving prominence to the article or line, the price and the time of sale in the order mentioned, the signature, of course, following conspicuously.

A constant effort is made to have our advertisements typographically unlike any others that are liable to appear in proximity to them, and to that end we have many of them set up in job offices and indulge liberally in cuts. The motive of course is to first catch the eye of the reader and thus lead up to his becoming interested in the subject matter. We consider the amount expended in this direction as insignificant compared with the results.

We prefer specified position at a premium price rather than run of paper at less expense. The best is none too good in advertising, as in anything else. We have no use for programmes, guides, trade directories, etc.

Yours, etc.,

D. J. McDONALD,
Advertising Manager.

This letter contains more solidified sense than anything I have seen lately. In four hundred words it tells of a complete advertising system. There are no superfluous words in it, and yet it is perfectly plain and clear.

This is a feature which is apparent in all of the advertisements which Mr. McDonald sent me. I do not know when I have seen a lot of ads that pleased me so much in their appearance and wording. A liberal amount of space is used, and this makes it impossible for me to reproduce as many of the ads as I would like. The two which are shown were designed for a space ten inches deep and three columns wide, and have been reduced so much that the small type in them is

illegible. The style of the ads is preserved, however, and as examples of two distinct sorts of display, I think they are very excellent.

Ready Cash Sale.

10 PER CENT OFF

On Everything

In Our Establishment.

Beginning to-morrow (Tuesday) morning, and continuing until Saturday night, we will offer **Everything** in our establishment at a uniform discount of 10 per cent.—**FOR CASH**—from the present reduced or regular prices.

Many customers have asked for a list of the goods on sale. We have no room for such a list, but we will send you a list of the goods on sale if you will send us a stamped envelope with your name and address. We will send you a list of the goods on sale if you will send us a stamped envelope with your name and address.

An opportunity to make use of a large amount of stock at a special price. We are offering a large amount of stock at a special price. We are offering a large amount of stock at a special price.

Mabley & Company

Suits and \$15 Overcoats



Equal to Custom Made

Business men are well aware that close buying is the forerunner of success, yet many of them pay three times as much for their suits as they need. The time when it was necessary to order from "the lengths of the goose and shears" to secure a satisfactory fit and the latest style has long since passed. The manufacturers of ready-to-wear clothing now control the best mills and reproduce the very latest styles and materials in suits to fit all forms, at just about one-half to one-third made to measure prices. If you doubt this fact let us invite your attention to the **Fall and Winter Overcoats and Suits** we are offering at **\$15**. At this price we can give you the choice of hundreds of handsomely made garments that are first-class in material and style—strictly up to date in finish and appearance and perfect in fit. An exclusive tailor will not reproduce one of these suits or one of these overcoats for less than \$10 and many ask a still higher price for the same thing. It will cost you nothing to verify these claims by a personal inspection. If you are about to buy a **Suit** or an **Overcoat** it is well worth your while.






TODAY SATURDAY FREE

MABLEY & COMPANY

For a Laundry.

ALL THE COMFORTS OF HOME

So far as the care of your laundry is concerned, can be had at the Davis Laundry. Buttons sewed on and underwear repaired free.

Send us your order by telephone, 1277.

DAVIS LAUNDRY.

For a Laundry.

Do Your SHIRTS Wear Out?

Careless laundry work, perhaps. Not the kind we do. We have all the modern improvements known to the trade, and our efforts please our customers. Every day brings us new patrons. Let us show you how fine our work is. We put on new neckbands, sew on buttons or mend underwear free.

THE DAVIS LAUNDRY.

For any business—(By T. G. Wright).

Busy Men And Women

Who work hard all week, find Saturday evening their holiday for shopping. We appreciate the liberal patronage given us by busy workers—For their benefit we put on for TONIGHT and MONDAY, if the Stock holds out, another lot of ———

For Dry Goods—(By J. Macmahon).

THE ELEGANCE OF our assortments of silk, and wool, all-wool and novelty dress fabrics, for the coming season, in texture, weave, combination and colorings, is as indefinitely beautiful as the varied hues of the flowers of spring. They satisfy the closest scrutiny and evoke the unqualified praise of all who have seen them. Unremitting study of prevailing style and vogue, and strict attention to the most exacting wants of our patronage, makes ours, in the estimation of the refined and tasty, the Emporium Par Excellence whereat to procure the daintiest **DRESS WEAR.** and most unique

For Clothing—(By W. D. James).

What's Your Money's Worth?

Answering that question depends upon where you go to find out. We honestly, conscientiously believe that your money is worth more when clothes is the basis of comparison, right here, than anywhere in this State, or any other State for that matter. Here's a chance to prove it. Our

**SACK SUITS AT \$10, \$12, \$15,
OVERCOATS AND ULSTERS AT \$10,
\$12, \$15, and \$18,**

are made of wool—there's nothing else in them. We have four kinds—for fat men—short, fat men—tall, thin men and medium. We can come pretty near fitting any shaped man first time—may be we'll have to take up or let out a little—but that don't cost you a cent. We guarantee fit, style and wear—won't fade, either. Want a good Business Suit, a good Overcoat or Ulster?

For Furniture—(By J. B. Siegel).

Rome Was Not Built in a Day...

It takes time to accomplish everything. But a little at a time works wonders. The same way in furnishing your home. Only we reverse the order here—give you what things you need now and wait for our pay in littles. It works well as we conduct it.

...COME IN AND SEE

For Pianos.

RIGHT AND REASONABLE

That's what pianos and piano prices should be—that's what we make them. It takes considerable care and a good deal of knowledge to get them that way, but we do it.

It has taken 28 years to make up our regular line of pianos. When we show you STEINWAY, HARDMAN, GABLER, VOSE and STERLING Pianos, it means that our 28 years' experience has taught us that these are the best.

In the bargain room this week a slightly used upright piano. Perfectly good, but not in our regular line, so it goes at \$125.

S. D. LAUTER CO.



**AN EXACT
BALANCE**

Maintaining the proper balance of advertising and trade is a delicate and difficult thing.

It is better to do too much advertising than not enough, but "too much" is a needless waste.

There's another feature—all advertising isn't "heavy." You can pile a lot of it into the scale without making the needle quiver—without lifting business a bit.

It is our business to get just enough and just the right sort of advertising for our clients.

**The Geo. P. Rowell Advertising
Company,**
10 SPRUCE STREET,
New York.